

TWENTY-SECOND ANNIVERSARY NUMBER.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXII.

NEW YORK, JULY 14, 1910.

No. 2.



UNIV. OF MO.
JUL 14 1910
GENERAL LIBRARY.

We have more employees, more accounts, and for at least a quarter of a century have each year forwarded more business to the publishers of this country than any other general agency.

And yet—

We do not know enough to solve your advertising problems and we won't even attempt it unless after going into the matter quite fully you elect to tie up with us, stick by us, and help us with the job.

Other agencies of lesser age, fewer workers, and scantier experience will readily draw pictures, write copy, prepare plans, and tell you without any considerable amount of difficulty just how to make two dollars grow where one grew before.

We are anxious to talk with business men who do not believe in fairies.

Philadelphia

New York

Boston

Chicago

"Try It In Wisconsin."

If it won't go there it won't anywhere.

The State is prosperous. Its average incomes exceed the average for the country at large by several hundred dollars.

Better, it is a *growingly* prosperous State, and nothing opens the purse strings like an *increasing* income.

Again, it is one of the easiest States in the Union to cover. Over 50% of its people are farmers.

A single medium reaches the best one out of each three of these farmers—one out of each six families throughout the State. This paper—

The Wisconsin Agriculturist

is published weekly. Therefore you can start your advertising, your demand creating force and your salesmen, your distributing force, simultaneously. No waste, no lost motion.

Likewise the weekly issues offer the opportunity for those quick, sharp trade blows which guarantee the maximum immediate effect.

But it is the purpose of this advertisement only to suggest the advantage and opportunities of trying it out in Wisconsin. We have some mighty interesting data to show the man who is always keen for trade opportunities extra profits.

To whom shall we send it?

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert,
Special Representative,
First National Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXII.

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THE PERSONALITY OF CIRCULATION.

JUDGING RATHER BY CHARACTER THAN SIZE—ANALYSIS OF EDITORIAL APPEAL VITALLY NECESSARY—DISPASSIONATELY LAYING BARE THE PUBLICATION'S POWER TO HOLD READERS.

By George Batten,
President, George Batten Company,
Advertising Agents, New York.

The growing disposition to judge the worth of newspaper and magazine circulation by its character, rather than by its size, is one of the more hopeful aspects of present-day advertising. The use of this saner standard judgment is an evidence that actual progress is being made in the solution of advertising problems, and that guesswork is gradually giving place to practical certainties.

There is still much room for improvement, of course, as it is only within recent years that certain conspicuous publications have stopped screaming about the mere size of their circulation, and have begun calling attention to the character of their clientele as measured by the character of the publication itself. And the appearance of many advertisements in publications obviously ill suited to the proposition presented, and their absence from other publications ripe for harvest, indicate the need of much more attention being given to this important point.

Time was when the publisher sang but one song, and he sang it so loudly and continuously that the "biggest circulation" became a byword and the butt of the comic paragrapher—the synonym for irresponsible exploitation.

And the time was when even those advertisers who were reputed to be shrewd listened trustingly to that song, and sacrificed their money on the unresponsive altars of big circulation. And what then could be expected of the crowd of followers, the less shrewd advertiser, and of the composite public judgment based on many examples?

SIZE A MISLEADING CRITERION.

When advertising was a comparatively new mode of marketing useful commodities—new in the sense of being guided by any very solid principles—it often succeeded in spite of its methods rather than because of them. But more often than not it signally failed because of the haphazard guesswork from which it was projected. As competition grew keener, the difference between passable success and conspicuous success became more appreciated, and it came to be seen that even in buying circulation an ounce of gold is worth a ton of sawdust.

The analogies of human nature afford a useful criterion in judging circulation. If a manufacturer was about to employ a salesman he would not confine his inquiries to such facts as that the man was seven feet tall, that he wore a No. 16 collar, or had a waist measure of fifty-four inches. These very facts, indeed, might stand in the way of his favorable consideration. He would be more concerned with the size of the man's brain, his mental caliber, and how he acted under certain circumstances. He would wish to know something of the man's personality, his culture, his associates, and the kind of customers with whom he would feel most at home. He would know something of his past records,

and of the impression of those who knew him best. He would care to know whether he was tricky or sincere, lazy or industrious, and whether he could be depended upon to do what he said he would. Naturally he might not care to employ a mid-get, even if he had a superabundance of good qualities, but if he were a man of good average stature, and had the desired qualities to make an effective salesman, the exact size of his waistline would not be a matter of much importance.

PUBLICATIONS REPRESENT PERSONALITY.

Every publication is the projection of a personality. If it isn't, it is almost sure to be lacking in some vital element which might make it a noteworthy advertising medium. And if it is, then the question of the nature of that personality becomes a matter of prime importance to the advertiser. For upon no other one thing can the clientele of a newspaper or magazine be judged so well as upon the "personality" of the publication.

Few people will subscribe to a paper they don't like. If they buy it only occasionally they can hardly be depended upon to produce any very satisfactory advertising returns, and if they are regular readers it is fairly reasonable to assume that they are in some vital respects very much akin to the personality of the publication itself. If a paper is filled with pages about prize fights you would hardly expect to find it a good medium for advertising church organs, and if it is filled with tooled halftones of sumptuous country estates you would hardly select it as an appropriate medium for a premium contest mail-order proposition.

The important questions which the advertiser who is just starting should ask in considering the use of a publication, are: First, "Does it appeal strongly to the very kind of people to whom I must sell?" And second, "With a limited appropriation, and the necessity of stopping somewhere,

is it not possible that there are other publications which might appeal even more strongly to the people I want to reach?"

When it comes to judging which of two publications would be the most suitable for a given proposition, one evidence to be considered is what a reliable publisher says of his own paper. He has a peculiar opportunity to know a great deal about its value to various classes of advertisers—if he is enterprising enough to inform himself, and sincere enough to admit the facts to himself. But this is by no means unprejudiced evidence. He may be as honest as "Honest John," and yet be woefully self-deceived.

STUDYING ITS EDITORIAL APPEAL.

The real evidence—whether one is able to form a correct judgment from it or not—is the paper itself. If viewed through the eyes of common sense and experienced judgment, its perusal will yield information that is seldom found tabulated for his consideration. Let the advertiser forget all his preconceived notions, all that he might have been told by the publisher's literature or representative, and take the publication itself—several consecutive issues of it—and let him sit down and read them through. He may not have time, but let him take it. Where he invests his advertising money is about as important as anything that could occupy his attention. Let him realize this when he undertakes to have a hand in selecting advertising mediums. If there are strong feature articles, let him read them, and see what spirit they are of, and picture to himself the kind of people who would enjoy them. If there are stories, let him read them, and imagine what kind of people would live on such stories as a steady diet. If there are advertisements, let him read them and see what kind of company he would have, and what kind of opinion the publisher has of his readers as evidenced by the character of advertisers he allows to address them. Let him also

SCRIBNERS

With an account of his hunting of the great White Rhinoceros of the Lado, Mr. Roosevelt brings to a close in the September issue of Scribners the story of his African wanderings. In this country and England Scribners has obtained a popularity possible only to an old established magazine of the highest type, publishing such notable matter as Mr. Roosevelt's articles. This popularity has put Scribners on an entirely new basis of circulation.

But After Roosevelt What?

The whole magazine field clamored for the Roosevelt articles. Mr. Roosevelt himself chose Scribners. He knew the character of Scribners, knew how thoroughly it reached the most desirable people in the country, knew that the most notable magazine features of the past 24 years had most always been Scribners to offer, knew that there were excellent reasons for these facts.

The Roosevelt articles come to a close in September, but the characteristic features of Scribners which compelled Mr. Roosevelt to choose that magazine remain Scribners. The Roosevelt articles have made Scribners popular. Scribners in future will be a bigger and better magazine—a magazine more desirable for more people.

Advertisers may be **absolutely sure** that Scribners has taken full advantage of its present popularity in securing its attractions for the coming year.

\$300 PER PAGE FLAT

consider the typographical make-up of the paper, and its general appearance; for if he wishes to address an audience of aesthetic buyers he will hardly find them reading a carelessly printed paper.

After he has gone through several issues of the publication, if he finds himself still in doubt, let him question himself as to how good his judgment really is, and consider whether he has all the important viewpoints at his command. Does he know the traditions of the publication, and the esteem in which it is held by its readers? Does he know the kind of people who would naturally be interested in that kind of reading matter? Does he know whether its circulation is constant or changing? Does he know what experiences other advertisers have had with the publication? Does he know whether there are publications he has never heard of—publications he never sees on the news-stands and does not subscribe for—which may have more of the desirable characteristics for his proposition than the ones he has been considering?

It is the wise answering of such questions, and the wise consideration of mediums by such standards, that determine a profitable selection. The addition of one inappropriate publication, or the omission of one that is especially appropriate, may measure the difference between the partial success and the full success of a campaign. And the difference made by two or three wrong selections may be enough to eat up the profits on a great amount of profitable business, from well-paying mediums, or even to make the whole campaign a money loser in the aggregate.

IMPARTIAL JUDGMENT OF PUBLICATION PERSONALITY.

The advertiser gradually learns the importance of careful selection, learns to distrust his personal prejudices and realize that he has them, and counts no effort too great to determine upon the most appropriate list. But too often

his appreciation of the point comes only after experiences with badly burned fingers, and sometimes after the best opportunities have passed.

But happily for the advertiser, and for the publication which sets up quality standards, the idea is steadily gaining recognition that what really counts is not so much the size of circulation as its "personality"—its quality and appropriateness for reaching a certain clientele on a given proposition. If circulation is of good quality, it goes without saying that the more of it the better, but any quantity of inappropriate circulation cannot make up for lack of character—any more than surplus flesh can make up for a lack of brains and character in a man.

WINNINGHAM GOES WITH HUDSON MOTOR CO.

An interesting change has just been announced. C. C. Winningham, who has had a varied and successful career as an advertising man, has been made advertising manager of the Hudson Motor Company, Detroit, beginning August 1st.

Mr. Winningham began his career as one of the organizers of the Muncie, Ind., *Star*, holding the position of circulation and business manager, leaving this place after building a circulation of 27,000 in a town of 25,000. Coming to Chicago Mr. Winningham was associated with the Charles H. Fuller Advertising Company, and on Mr. Fuller's retirement he was taken into the Lord & Thomas organization as head of the copy department.

J. J. HAZEN CONNECTS WITH AN ADVERTISING AGENCY.

Josiah Judson Hazen has become associated with the Blackman-Ross Company, advertising agents, New York, as a member of its outside staff. Mr. Hazen is one of the best known advertising men in the country. For some years he was advertising manager of *Life*, and more recently held a similar position with *McClure's Magazine*. He has a wide acquaintance among general advertisers throughout the United States.

A back-to-the-farm discussion was led by John H. Curran, Missouri immigration commissioner, and Frank D. Tucker, vice-president of the National Farm Homes Association, at the June 21st meeting of the St. Louis Advertising Men's League.

In Philadelphia

According to the United States Census estimate just made public, there are

1,540,430 People

To house them all there are about

300,000 Dwellings

The net paid daily average circulation of "The Philadelphia Bulletin" during the month of May was

237,122 Copies a Day

(A COPY FOR NEARLY EVERY HOME)

Many local retail stores concentrate their advertising in "The Bulletin" and find they can at one cost "cover Philadelphia," because

**"In Philadelphia
Nearly Everybody Reads**

The Bulletin

WILLIAM L. McLEAN, Publisher

NEW YORK OFFICE

Dan A. Carroll
Tribune Bldg.

CHICAGO OFFICE

J. E. Verree
Steger Bldg.



Mr. Roosevelt at his Desk in the Outlook Office, June 22, 1910

To the Business Man Whom this Concerns:

When Theodore Roosevelt took up his editorial headquarters at the Outlook office on the Monday following his return to America, he said to the newspaper men, "When I am ready to make a statement on any subject of importance, you and the United States will know where I stand, for I will say it over my own signature." At Oyster Bay he said: "Once or twice a week I intend to go in to New York, and I will be at the Outlook office there. That is the only place that I shall receive callers who want me to say anything."

Mr. Roosevelt has taken an active and vigorous

part in the editorial conduct of The Outlook from the day of his homecoming, and his editorials have appeared in every issue since that time. The titles of his first four editorials are: "To the Readers of The Outlook," "The Management of Small States which are Unable to Manage Themselves," "Governor Hughes, the Legislature, and Primary Reform," and, in this week's issue, "The Recent Prize Fight." To the August Magazine Number Mr. Roosevelt contributes an article entitled "English Song Birds," based on his recent trip through the New Forest with Sir Edward Grey.

In connection with his editorial work Mr. Roosevelt is making his plans to prepare several special features for early publication in The Outlook, which are certain to arouse nation-wide interest. These are of such a nature, however, that they cannot be announced till a later date.

The extraordinary interest in everything that Mr. Roosevelt does and says is reflected in the public attention which from every State in the Union is turned toward The Outlook in a way that it never was before toward any American periodical.

As the exclusive channel for the written expression of Mr. Roosevelt's views on Politics and all Public Questions, The Outlook has entered upon a new epoch in its career which has no precedent in the history of American journalism.

The Outlook

287 Fourth Avenue

New York

The Onwardness of Advertising

By Richard Wightman



N advertising, as in life itself, the best is yet to be. Some advertising succeeds because it is pretty good, and some in spite of the fact that it is pretty bad. An effective advertisement has occasionally been written, a perfect advertisement never. And it can't be done. This isn't against the craft, but in favor of it. It is no fun trying to beat something that can't be beaten. When a champion is unlickable, pugilism halts. The greatest possible foe of progress would be perfection. The lure to better things in advertising is the fact that better things can be done, and that better things need to be done. Publicity is an on-and-on proposition. Yesterday's standards are obsolete. Today is fair, but tomorrow will be fine and the day after finer. In no department of human endeavor is the scent for achievement keener than in advertising. There the vital striver gets something more than victuals; he gets victory over indifference and prejudice—also the verve and vim which go with the victory. These help his manhood and add to the sum of human power. It is a hard game and a good one with millions of eyes on the score-board.

I have been asked to tell just how to write financial advertising. I won't for I can't; I don't know. But I am trying to find out.

Saybrook, Conn., June 29, 1910

The World's Advertising Lead

===== IN SIX MONTHS =====

More Than a Quarter of a Million

*Semi-Annual Comparative Record of
the Number of Advertisements Printed*

(This record is kept in the Business Office
of every New York Morning Newspaper)

DURING THE FIRST SIX MONTHS OF 1908

The World Printed 594,462 Advts.

The Herald Printed 536,014 Advts.

The World's Lead 58,448 Advts.

DURING THE FIRST SIX MONTHS OF 1909

The World Printed 691,328 Advts.

The Herald Printed 538,518 Advts.

The World's Lead 152,810 Advts.

DURING THE FIRST SIX MONTHS OF 1910

The World Printed . 775,924 Advts.

The Herald Printed. 506,665 Advts.

The World's Lead . 269,259 Advts.

This latest advertising showing of The World, that of printing 775,924 advertisements during the First Six Months of this year, establishes a new high record never before approached by any newspaper anywhere—not even by The World itself! This is at the truly marvellous rate of more than a million and a half advertisements per year.

Comparison is made with the Herald as NO OTHER New York newspaper prints even HALF as many advertisements as The World.

INTELLECT, NOT PRODUCTS, CREATES WEALTH.

FAMOUS ADVERTISER SHOWS HOW WAREHOUSES MAY BE FULL OF GOODS, BUT ONLY THE TOUCH OF BRAINS CAN MAKE THEM VALUABLE BY CREATING A MARKET—CHARACTERISTIC HOT SHOT FOR "PRINTERS' INK" CONTRIBUTOR.

By C. W. Post.

President, Postum Cereal Company,
Battle Creek, Mich.

You were kind enough to ask me to write "on some phase of advertising upon which you feel strongly about or upon which you have had especially practical experience."

I "feel strongly" about unfair attacks on my products, and have had some "especially practical experience" in giving the attacking party a run for his money, and turning the attack into favorable publicity.

We have always conducted our business in a wide-open manner, made pure articles, printed on the boxes an exact and truthful statement of contents, and never knowingly made a false statement in our advertising. Every day many visitors from all over the world are conducted through the entire plant, etc.

Notwithstanding all this, we are at times attacked by some jealous person or firm, by Labor Trust leaders with mouths watering for fees from our workmen. Perhaps by a disgruntled publisher, angry because he cannot separate our money from us on his own terms.

For some years we did the Sunday-school act and "turned the other cheek," but it didn't work as promised. Then we put on the 4-oz. gloves and soaked many a pugnacious mug, with considerable satisfaction to us and a wholesome caution set up in the minds of those who came to our side of the street hunting trouble.

While passing it may be in point to illustrate by the following: Someone by the name of "Frank Holman" wrote for your columns lately under the caption of "The Struggle of the Break-

fast Foods for Trade Preference." One paragraph says, "More fortunes have been lost, more graves dug in this heroic effort to keep a brand of hay or sawdust on the American consumer's table than any other cause since the Crusades."

We have had dozens of competitors who started "food concerns" hoping to reap profits. They have generally failed, for the business is hard to understand and harder to make go. I have never known one which started out to exploit some "hay," "sawdust," or other crooked article. They have all, as far as I have known, had good palatable foods.

It is fairly easy to make a pure food and quite another thing to sell it. That, by the way, is a good illustration of the nonsense of the socialists' claim, that "hand labor creates all wealth and therefore should take all the proceeds."

The socialist hive of wildcats in Girard, Kan., some years ago started to make "cereal coffee" at reduced prices and appealed to all the other wildcats in America to buy and put the Postum Company out of business. Their "hands" made tons of it, but only a very small thimbleful sold, and the balance was stacked in their warehouses and has been either destroyed or is there yet.

They lacked the real essence which "creates wealth," not "hands," but *mind*. Think it over. "Hands" are only tools which execute the dictates of a ruling mind. Mind "creates" in the realm of the unseen. "Hands" only execute but do not *create* wealth.

One can "make" warehouses of food, and it may be a most desirable food, but it will never produce wealth until touched by the wealth-producing intellect. Try it if you have money to lose.

But what kind of a tin-can-eating goat must a person be who will write of "hay and sawdust" foods, and what kind of stupor are you in to print such rot? I believe you are fair enough to print this. Your readers have been trained to believe PRINTERS'

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INk will look squarely at any question.

Next, your schoolboy correspondent works this out of his inexperience, "As the Kellogg people seem to be at the top of the heap, or near it, in the breakfast food world, etc."

If the man Holman will leave the rocky farm in the East long enough to visit Battle Creek, he can get "local color" and more correctly inform himself, then hereafter write more intelligently on that subject.

The "Kellogg people" have a small but well-equipped factory. They make a clean, palatable article of food, but they are a long ways from "top of the heap."

As there seems to be some speculation on that point, suppose you send out a representative of PRINTERS' INK to investigate. If an accurate accounting shows that the "Kellogg people" sold one-half the volume of goods sold by the Postum Company in the past twelve months, I will hand you

\$250 to pay for your time and trouble.

This illustration of advertising outside regular lines may interest your readers.

PELLETIER RESIGNS FROM E. M. F. CO.

While he is on the ocean bound for Europe, announcement is made that E. Leroy Pelletier, advertising manager of the E. M. F. Company, has resigned from his position. No successor has been named.

It is said that one of the causes of disagreement was the policy of Mr. Pelletier in playing up strongly in the advertising the personalities in the organization—resulting in the disapproval of J. Pierpont Morgan and associates, who are financially behind the reorganization.

MAY MEET IN BOSTON IN 1911.

It is understood that the Pilgrim Publicity Association will be represented at Omaha, July 18th-20th, by delegates who will invite the Association of Advertising Clubs of America to meet at Boston a year hence.

STATEMENT OF ADVERTISING

CARRIED BY

TWIN CITY NEWSPAPERS IN JUNE, 1910

Minneapolis Journal, 2544 Columns

(22 inch basis)

Minneapolis Tribune, - - 2197 "

St. Paul Dispatch, - - - 1483* "

Pioneer Press, - - - - 1168 "

*No Sunday Issue

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK
Brunswick Building

CHICAGO
Tribune Building

Ethridge



Many a brass band thinks it's playing fine music when it's only making a horrible noise.

Lots of advertising matter is so out-of-tune that you can't understand what it's

trying to say.

We whip discordant advertising matter into harmonious, business bringing shape.

* * *

The beauty about the advertising business is that anybody can learn it in from three to six months, according to his capacity and opportunities.

Then it takes some ten or fifteen years to learn how to apply this knowledge in a way that won't burn money by the bale.

* * *

Look over the advertising section of any magazine that happens to be handy, and you will agree that 75 percent of it is waste-basket stuff—the kind of advertising you would promptly throw away if it were detached. It will cost a little something to lift your ads out of the waste-basket class—but not nearly so much as it's worth.

* * *

An advertisement is a good deal like a watch; if it isn't exactly right, it's wrong. If your watch makes you miss a train by half a minute you are no better off than if you had missed it by an hour. Same way with the ad.

* * *

If your advertising looks like cotton, who will believe your goods are silk?

You don't stop to examine more than one magazine or newspaper advertisement out of ten. The reason is that the other nine are commonplace. When you open your morning's mail you throw away nine pieces of advertising out of ten, without giving them more than a passing glance—simply because they are commonplace. The Ethridge Company is to-day continuously serving many leading American advertisers because they give them something new, striking, original and attractive—and therefore profitable.

* * *

The facts must sell your goods, but why offer them cold? They can be made very tempting by warming them up a bit and serving them attractively.

* * *

There are as many different kinds of Copy as there are different minds to think it out. Back of practical Copy must be practical business thoughts. Amateur thoughts produce amateur words.

* * *

If you would like a piece of printing that men will carry in their pockets, show to their friends and say "This is good!" let us hear from you.

* * *

The job is no better than the man behind it.

* * *

Too many cooks won't spoil the broth if they know their business. Every detail of your advertising requires and deserves the best efforts of men of specialized training.



e Shop Talk



If you had a yacht in a race and she almost won, you would be able to derive very little satisfaction from that fact. You might excuse her performance to yourself and make yourself believe that if conditions had been different she would have won, but nobody would lister to you. And you would not win the cup.

In the use of printed matter you either win or lose. If the advertising of a competitor is a little stronger, a little more convincing, and printed in a manner which is a little more appropriate and attractive, it gets the orders, and you lose. If you sacrifice the narrow margin of superiority which gets the business, you are going into the race defeated before you start. The making of every piece of printed matter which you use should not only be the subject of careful study on your part, but you should call to your aid the very best expert assistance your money can employ.

* * *

The editor of a magazine fills part of the space in his publication, and the advertiser fills the rest. The editor buys the best literature he can get hold of. Expense is of no importance if he can get the stuff that will fill his space the way he wants it filled.

The advertiser, however, after buying his space, seems to feel that he has dipped into his pocketbook far enough. Copy and pictures that are "thrown in" with the space suit him best. He says that the space costs him enough, without running up a big bill for design and copy.

Space is only white paper. The paper is the messenger, the matter which fills it is the really important thing. If you get your money's worth, it is both wise and economical to fill a \$500.00 space with a \$500.00 advertisement—or one which costs several times that much.

Our clients get their money's worth. The advertisements we produce get every dollar in value out of the space they fill. We can tell you and show you just why this is true.

* * *

When you want a pair of shoes you recognize the wisdom of buying them both in the same store. We can supply you with illustrations and copy that fit each other—and your proposition, too.

* * *

We work *day and night* and follow instructions implicitly—or, if you require our own ideas, give you the benefit of the largest and most experienced and versatile staff of men in New York City.

* * *

We need five more men in our Art Department. Only men of high ability and established reputation, who fully measure up to the most exacting standards of modern commercial art, need apply.

The Ethridge Company

Madison Square Building
Madison Square, North
(25 East 26th Street)

New York City

Telephones: 7890-7891-7892-7893

Madison Square

Rate Saver

Space used in the September number carries with it the \$300 rate through the January issue.

Mail order sales of women's clothing, house furnishings and general home equipment have, for the last two years, been made at lower cost from the September number of Good Housekeeping Magazine than from any other but one of the twelve issues.

Our 300,000 readers and their friends use this issue as a directory in making plans for Fall expenditures. Whether by mail or through the shops, their money is yours if you will interest them.

There is no waste to this circulation.

After September issue, \$1.50 per line.

GOOD HOUSEKEEPING M A G A Z I N E

New York

Springfield, Mass.

Chicago

CONSERVATISM AS A FACTOR IN ADVERTISING.

DANGERS LURKING IN ADVERTISING
BASED ON INSUFFICIENT INVESTIGATION AND PREPAREDNESS—
PROGRESS BY GRADUAL STEPS—
HOW CAREY ROOFING CAMPAIGNS
HAVE BEEN MADE TO SUCCEED.

By J. P. Stagg,

Advertising Manager, Philip Carey
Mfg. Co. (Carey's Roofing),
Cincinnati.

Advertising to a business is the power that makes the wheels turn. It is the life or tonic that creates demand and develops trade, awakens competition, which supplies the "ginger" and places the business on a higher plane.

No thoroughly organized business concern of to-day entertains any doubt as to the benefits derived from well directed publicity advertising, and practical experience has demonstrated that no business can progress or reach its maximum capacity in sales without some plan or system of acquainting the public with its existence and the product it has to market.

To the beginner, advertising is one of the most essential subjects for consideration, and conservatism must play an important part in the advertising of any new proposition. It is highly necessary to the success of an advertising campaign that the advertiser be in possession of a full knowledge of the article to be advertised. Every detail relating to the article should be fully investigated, so that in the preparation of copy nothing but facts will be presented, and such facts as can be absolutely sustained by proof from past experience.

Again, it is important that the greatest care be used in the selection of the proper mediums, as well as the size of the space used. Very often a concern will commence advertising, taking large space from the start and using up their entire appropriation before the public has hardly recognized the existence of their advertisements; whereas, if smaller space had been used, covering a greater period of time, the results

would have been much more profitable and satisfactory. At no time can good results be secured through spasmodic advertising. The advertiser must be persistent and patient, increasing his appropriation from time to time, as business permits, or the demand for his product increases.

A most vivid illustration of the efficacy of advertising occurred to the writer, several years ago, upon his first visit to Cincinnati; being young and unacquainted and most anxious for something to do, an advertisement was placed in the daily paper, expressing, in emphatic terms, that "if a job was tendered a good, strong boy he would surely prove he was the right one for the place." The advertisement must have struck the right chord, as several replies were received, and a good position resulted; besides, proof was established in the mind of the writer of the powerful effects of advertising.

Later, upon being placed in charge of the advertising of "The Carey Roof Standard" for The Philip Carey Manufacturing Company, a most favorable opportunity was afforded to further test the merits of advertising in many phases.

Before taking up the subject of advertising for roofing material, a great deal of time was spent in a study of the roofing business in general, and considerable information was accumulated respecting all the different classes of roofing material in common use—their method of manufacture; comparative value in durability; arguments used—not omitting a thorough investigation of "The Carey Roof Standard" from the time of its introduction up to that period. With all these facts and information before us, we were ready to advertise and back any statements made with absolute proof, based on practical experience.

Our advertising was carried on on a conservative basis and mediums were selected that, to our best knowledge and belief, would reach the class of trade

most interested in roofing material. Arguments were used concerning the roofing that we knew were established facts; no statements were presented unless they could be supported by absolute proof.

To properly follow up inquiries received, suitable booklets were prepared, containing instructions as to the correct application, detailed description of the construction and composition of the roofing, and all necessary information that would enable a prospect to investigate for himself and decide the question of placing his order.

Every inquiry received was followed carefully, and an effort made to give it as much attention as though it was the only inquiry received.

Results were good from the start, and the demand for "The Carey Roof Standard" increased. Gradually, branches and agencies were established at convenient points, in all parts of the country, and a complete new factory was erected to take care of the growing demand.

To further assist the branches and dealers, special advertising matter was prepared and sent out through the mails, in the form of post-reply cards, and circulated among real estate owners, manufacturing plants, and others in a position to use more or less roofing. Many inquiries were received from this source, and were turned over promptly to the dealer or branch in whose territory they were located so that they might be followed up personally and enable the dealer to ship direct from his stock.

After a complete organization of branches and distributing points throughout the country had been thoroughly established, the subject of general publicity advertising on a larger scale was taken up and considered, with the result that full page advertisements were taken in the prominent magazines to further promote and assist the branches and agencies in the sale of our product.

The Carey Roof Standard is a remarkable example of the power

of conservative advertising. The Carey Company has adhered strictly to the manufacture of this one grade of uniform, standardized roofing material, year in and year out; have persistently advertised the same in a common-sense manner, giving only true facts that they were, at all times, in a position to back up with positive proof.

Each year has shown a steady increase in the sale of this roofing, until to-day the largest roofing factory in the United States is strained to its utmost capacity to handle the increased business.

THE FARMER AS AN AUTOMOBILE BUYER.

In a "bulletin" four-page folder the publisher of the Orange Judd Weeklies presents the result of a painstaking investigation of the importance of the farmer in automobile sales. It is asserted that farmers are now buying 50 per cent of all automobiles sold. A greater consumption is predicted for 1911.

Cars bought were not cheap or second-hand, but high-grade standard makes ranging from \$1,000 to \$3,000 each.

The Orange Judd Company addressed seven questions to over a hundred auto dealers in Kansas, Ohio, Indiana, Illinois, Iowa, Nebraska, Minnesota, North and South Dakota, Wisconsin and Montana. The questions brought answers showing the number of cars a year the dealer sold, the percentage sold to farm residents, and the number of farmers owning cars in each territory. It was found that 134 dealers would appreciate farm paper advertising and that 104 assert that farmers are buying better cars than ever before.

Other interesting facts reported were: Out of 10,359 cars sold by these dealers 5,055 went to farmers; only seventeen dealers approached with the queries failed to reply.

WHAT THE AGENT CAN'T DO.

PARKER, BRIDGET & Co.
WASHINGTON, D. C., June 27, 1910.
Editor of PRINTERS' INK:

Just a word to compliment Mr. Sherman on his article in PRINTERS' INK. I'm glad somebody took the trouble to answer Mr. Cherry, and I don't think it could have been handled more fairly or logically than the manner in which he has presented the agency side. Mr. Cherry's attitude is altogether too common among advertisers in general, and any efforts tending to correct the foolish idea that an agency or advertising man should be capable of prescribing an advertising diet, off hand, guaranteed to fatten any commercial baby, is deserving of much praise.

FRED WOODVILLE MILLER,
Advertising Manager.

An Acetylene Lighting Manufacturer Says this of

the universality—the country over—of the farmer's prosperity:

"I knew the Western farmer was prosperous but I was surprised when a representative New England farmer was more interested in talking with me about what automobile he should buy than he was in anything else. I know now the farmers are *universally* prosperous."

That acetylene man is one of our advertisers—among whom are numbered some of the best known general, as well as those of agricultural goods—and has proved that

The ORANGE JUDD WEEKLIES

because of their keen grasp of agricultural conditions and practical helpfulness are read by 305,000 of the farmers who are making the *most* money, and who are *spending* it for advertised goods.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOMESTEAD, the New England States. 305,000 circulation weekly, guaranteed. Here is *real* market value.

ORANGE JUDD COMPANY

Headquarters:

Western Office:
1209 People's Gas Building
Chicago, Ill.

439-441 Lafayette Street
New York, N. Y.

Eastern Office:
1-57 West Worthington St
Springfield, Mass.

THE HYGIENIC IDEA IN ADVERTISING COPY.

HOW MUCH HEALTH IDEAS AND BODILY COMFORT HAVE TO DO WITH SELLING MERCHANDISE — BEAUTY AND UTILITY AS STRONG FACTORS.

By C. L. Watson,

Advertising Manager, Krohn, Fechner & Co. ("Red Cross Shoes"), Cincinnati, O.

"Hygiene," says Webster, "is the science of preserving health, especially of households and communities." You will notice that he uses the word "preserving," which implies a *healthy* state to begin with. This is widely different from his definition of medicine, yet the two are often confused. Medicine, in its broadest sense, may include hygiene, but it is always regarded by people in general as *curative*, which implies the existence of an *unhealthy* state.

This distinction is of great importance to advertisers, for three reasons.

1. An article advertised to *relieve* or *improve* a certain condition will appeal only to people who find this condition a burden; that is, who are suffering in some way on account of it. This is taking the curative standpoint, which at once limits the demand to people who want to be *cured*. In many instances such a demand has proven so small in volume that advertising campaigns based on the curative idea alone have been flat failures.

2. An article advertised to *preserve* humanity from existing or possible conditions that may prove distressing will appeal to a much greater number of people; the strong as well as the weak. This is taking the hygienic standpoint. It is difficult to convince the average person of the possibility of their suffering from such conditions, but once this is done the demand will be large, provided the idea of *beauty* is reasonably conformed to. Please bear this idea of beauty in mind, for it is a very important consideration, and will be explained more fully.

3. An article advertised to *relieve* certain distressing conditions

and to *preserve* humanity from such conditions in the future, will appeal to practically everybody, provided you conform at the same time to the idea of beauty. This is taking the curative and the hygienic standpoint together. The demand will be practically unlimited and advertising campaigns on this basis are usually successful.

Uneeda Biscuit appeals to the public from the truly hygienic standpoint of cleanliness. This far outweighs any other advantages that may be due to the use of a package, such as convenience in handling and superior keeping qualities. We all know that a clean thing will preserve health longer and better than something unclean, and we buy the clean thing in preference. With the idea of beauty conformed to by an attractive label or wrapper, Uneeda Biscuit is a strong advertising proposition.

The Red Cross Shoe is advertised to relieve the distress occasioned by wearing shoes with stiff soles and to prevent such distress among women who may not be suffering from it. This includes both the hygienic and the curative idea, and the demand is limited only by the number of women who can pay the price. The numerous imitations of the Red Cross Shoe prove beyond a doubt that this advertising is convincing women that stiff sole shoes are not hygienic, and in time all women's shoes may have flexible soles. There is one point, however, that must not be overlooked. Unless the idea of beauty is conformed to by the correct style of the Red Cross Shoe no women will wear it until compelled to. It would be considered in the curative class only, and its hygienic value, no matter how great, would be almost entirely disregarded. The demand would be limited to women with tender feet, who do not constitute a very large percentage of the population.

The question now arises, what is this idea of beauty, which is so important a factor in our existence?

To obtain a satisfactory answer

you must look to psychology. In PRINTERS' INK for June 16th, I endeavored to outline how ideas are formed and how they constitute the only realities we know. These ideas all have a certain fundamental *notion* as a basis. If you will stop to think for a moment you will agree with me that there is in every human being a notion, more or less clearly defined, of a harmonious state; in other words, we have an instinctive belief of a more satisfactory existence some time in the future. It is the elusive rainbow of perfect happiness, which is always ahead of us and which we continually follow. This notion is the foundation of all our hopes. It is, too, the mainspring of all our efforts. The human race has always had it, and the fact that we are slowly evolving toward a higher life would seem to prove that it is a part of the great scheme of creation.

The first ideas we form, with the great fundamental notion as a basis, are these: the idea of *utility* and the idea of *beauty*. We judge our fellow beings by these ideas, to determine how much they may help us reach a more harmonious and satisfactory state. Every man is judged by the service he renders his fellow men and by the beauty of his character and appearance. It is sometimes difficult for us to determine at once the real value of such service, but its true worth will eventually become known.

As we judge each other, so do we judge the things by which we are surrounded. An article of merchandise, to be acceptable at all, must be *useful* or *beautiful*, or both. If it is only useful and not beautiful, we will discard it just as quickly as some other thing that is equally useful, but beautiful as well, is offered to us. Our ideas of utility and beauty vary with our station in life, and are constantly changing. This makes it essential for an advertiser to continually improve his merchandise and to introduce new features that will conform to the ideas of utility and beauty. If he does not do this, some other

man will, and he will find himself left behind. In my opinion this is the reason why so many advertising campaigns are ephemeral. Even though they may have a good proposition to begin with, the men behind them fail to take into consideration the swiftly moving evolution which we are undergoing. It is more rapid now than at any time in the history of the world.

To return more directly to the subject, let us consider it in the form of a question. "Is the hygienic idea an advertising argument?" Taking into consideration the foregoing paragraphs of this article I would answer this question in the following manner:

Yes, the hygienic idea is an advertising argument when it conforms to the fundamental ideas of utility and beauty. It must, however, be truly hygienic, and not restricted by being merely curative.

The remarkable development of psychology in late years has still further restricted the curative idea, by opening our eyes to the following proposition; if persons and things are ideas, formed in our own consciousness as a result of the effects of forces on our senses, then our own bodies are ideas, and will change as our ideas change. In other words, a bodily affliction is simply a wrong idea; a false conception. To remove it we must look to the mind, not to the body.

The truth of this proposition has so often been demonstrated that there is not now the faith in remedies of various kinds that there used to be. We are much more interested in hygiene, which is simply the elimination from our surroundings of those forces which cause us to form wrong ideas and so prevent us from reaching a more harmonious state. For instance, we identify certain forces as impurities, which affect our senses in such a way as to cause us to form an idea of disease. We must eliminate these forces, but the idea of disease is usually much exaggerated through fear, and out of all proportion to the cause.

GAINING EVERY MONTH

Each month from January 1 to
July 1 the amount of advertising in

The Chicago Record-Herald

Has shown an increase over the corre-
sponding month of 1909, making for

Has shown an increase over the corresponding month of 1909, making for these six months a total gain of

644 Columns

All kinds of good, clean advertising contributed to this notable showing.

Circulation and advertising books open to all.

The Chicago Record-Herald

New York Office, 437 Fifth Avenue

ADVERTISING AND THE UNAPPRECIATIVE RETAILER.

DIFFICULTIES OF MAKING HIM REALIZE VALUE OF AUXILIARY ADVERTISING MATTER—SOME CYNICAL EXPERIENCES—SHOWING THEM THE COST.

By C. L. Greene,

Advertising Manager, Rice & Hutchins
(Ralston Shoes), Boston

The difficulties surrounding the judicious distribution of advertising matter to the retailer are many.

The manufacturer goes to a great expense in preparing an attractive series of window cards, posters, price-tickets, window displays, electros, etc. Upon shipping to the retailer matter which costs from ten to fifteen dollars to produce, it is more or less of a shock to have the package left with the transportation company, for a refusal to pay charges. In other words, the enterprising retailer balks at paying from forty to sixty cents for fifteen dollars' worth of value. Many manufacturers refuse to ship advertising matter to retailers, unless the transportation charges are guaranteed. They have learned to take this necessary precaution, as a result of unpleasant experiences, with short-sighted dealers.

Many dealers apparently take the position that they are doing the manufacturer of a trade-marked article a great favor when they purchase a small trial order and confidently expect a bountiful supply of expensive printed matter, costing as much or even more than the total amount of their order.

In many cases the manufacturer is to blame for the indifference of the dealer, as it frequently happens that the retailer is flooded with material which is neither justified by the size of his account nor the number of prospective customers in his territory.

It is hard to understand the mental attitude of the dealer who uses four-sheet posters, lithographed in five colors, for wrapping up packages of merchandise.

Then, there is the case of the thrifty dealer who refuses to accept the package of electrotypes furnished without charge by the manufacturer, for newspaper and circular work, because the express company wishes to collect fifteen cents!

It frequently happens that a national advertiser who has been requested to furnish samples of his product to be sold at church fairs, sample sales, and other varieties of graft under the guise of sweet Charity, sends samples, supplied without cost, but does not prepay express charges. It is dollars to doughnuts that the donor will receive the bill from the recipient.

Another illustration of the intelligence displayed by the average retailer came to the notice of the writer recently, when he had occasion to arrange for the shipment of an expensive electrically operated window display, throughout the country. A series of one-half-dozen electros was furnished so that the retailer might run an effective series of advertisements in his local newspaper, calling attention to the attractive display in his store window. In a great many cases, notwithstanding the warning circular sent with each display, the dealer considered it advisable to ship the electros loose in the specially constructed case furnished with the display. After traveling from one to three hundred miles, to the next dealer on our waiting list, it was quite common to receive a report from the next consignee that the paper-maché figures had been badly damaged by the electros packed loose in the box.

This experience seems to indicate that the dealer failed to appreciate the value of the display, both to him and the original purchaser, the manufacturer, and so long as it cost him nothing, what would it matter if the electros smashed the fragile figures? Had each dealer who used this display been compelled to purchase it, it goes without saying that it would have been handled with extreme care.

Every advertising man who has had anything to do with the dis-

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tribution of printed matter knows that the retailer invariably orders more stuff than he can use to advantage. He evidently orders on the theory that so long as his requisition will be cut down anyway, he might as well order plenty. Salesmen who call on the trade frequently report a large supply of various kinds of advertising matter on hand in the dealer's store, while at the same time a requisition for more is being filled at the point of distribution. We have frequent cases where Indoor Electric Window Signs have been furnished, only to have our own advertisement removed in favor of some other advertisement having a purely local interest. Query: Do all retailers have a conscience?

Almost all shoe salesmen are familiar with the retailer's favorite pastime of using an electro furnished by the manufacturer, to represent the product of another who is not so liberal with shoe illustrations.

These various illustrations showing a lack of appreciation on the dealer's part are a matter of common knowledge among salesmen. As it seems to be rather a hopeless proposition to try and awaken the conscience of the dealer struggling for a living, it becomes rather an interesting problem as to the best method to adopt to lessen this constantly growing waste of expensive advertising matter. The writer has in preparation a plan whereby the worst of offenders along this line will receive an itemized statement showing what it would cost them to reproduce the material furnished without charge. There is a remote possibility that when they see the amount it would cost them if they were footing the bills, that they may be induced to use the matter in a legitimate and a judicious manner, and by so doing secure from it the greatest amount of benefit in putting their business on a profitable basis.

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

PRACTICAL TEAM WORK WITH SALESMEN.

SALESMEN'S MEETINGS, BULLETINS
AND OTHER MEANS OF WORKING
TOGETHER — CONVENTIONS OF
SALESMEN UTILIZED — HOW AR-
MOUR LINKED ADVERTISING WITH
SALES FORCE — PRIZE CONTEST
PLAN.

By *Charles W. Hoyt,*

Formerly Superintendent in East for
Armour & Co.; now Consulting
Sales and Advertising Man-
ager, New Haven, Conn.

It has always seemed to me that advertising men do not sufficiently inform the salesmen, the men out on the firing line, of their plans.

Invariably, under my organization, each salesman receives before the advertising starts a complete, detailed statement of our plans. We urge him, as a favor to the advertising department, to co-operate with us. We supply him freely with proofs of everything we propose to print. If practicable, I have a salesman's meeting at which I outline my plans.

Between June and November last year we ran an advertising campaign for the largest wholesale butter and egg house in the East. The territory was a concentrated one, taking in all of Connecticut, Rhode Island and about half of Massachusetts. With the permission of this firm every Friday night throughout the campaign an illustrated mimeograph bulletin was sent to each salesman. This letter told what we would do the following week. With it were always sent samples of the work which was to be put out. Once each month a bulletin was published, showing the number of new accounts opened by each salesman. In this case the results were very good. We secured a tremendous amount of help from the sales force.

Beginning last September we ran a campaign for a large rubber, boot and shoe house, employing about forty-five salesmen. The same plan was carried out. In the middle of September there was a convention of the salesmen held at the factory. The

writer was present and half a day was given to him. The entire plan was carefully outlined to the salesmen. They were furnished with proofs of the advertising, with a list of farm papers in which they were to appear, a statement of circulation, etc.

Twice a month, throughout the winter, they received a bulletin from our office, giving all the news of the advertising work. In this case the results secured by the advertising were most excellent.

During the six years that the writer held the position of superintendent in the East for Armour & Co. they were doing a great deal of advertising. They were conducting at that time extensive campaigns, advertising Veribest Canned Meats, Simon Pure Lard and Armour's Extract of Beef. The advertising department was careful to keep the sales force advised by mail about what was going on.

The salesmen traveling from the branch houses were, however, very busy on the general line and many times the writer found that the printed matter, issued by the advertising department, was neglected.

During one of these years Armour & Co. conducted a tremendous campaign on Simon Pure Lard. I have never known the exact figure that was spent, but it has been variously stated at from \$200,000 to \$250,000. The copy was excellent, appearing in such papers as the *Ladies' Home Journal*, *Good Housekeeping*, etc. At the same time it was very evident to me that the seventy-five salesmen who operated in my branch houses were not as an unit, co-operating with the advertising department in this particular thing.

Although a large sum of money was being used I found many cities and towns, where Simon Pure Lard was not in the dealer's hands. Moreover, the dealers in these districts were not at all impressed by the magnitude of the advertising. It was apparent that the salesmen were not putting it up to these dealers properly.

In conjunction with this adver-

THE TRADE-MARK 1847 ROGERS BROS.

Is Three Times as Old
as Printers' Ink

¶ The span of twenty-two years may well be considered to more than cover the era of modern advertising, and yet for more than 40 years prior to the beginning of that period, "1847 ROGERS BROS." was widely advertised and recognized as the highest quality in silver plate.

¶ For twenty consecutive years scarcely an issue of the representative monthly periodicals has appeared without an advertisement of "1847 ROGERS BROS."

¶ Thus does quality coupled with continuous advertising make for success.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

tising, one method used to stimulate the salesmen was a prize contest, the prizes not being of considerable value. The idea was that the winning salesman was to attain considerable prestige and glory. They offered three prizes to the three salesmen in the territory covering the entire United States east of Buffalo. These prizes were to be given to the three salesmen who sold the most Simon Pure Lard during a period of six months.

In making up the account, a case sold to a new customer was allowed to count double. This stimulated the introducing of Simon Pure Lard into new stores.

This territory included such large cities as New York, Boston, Philadelphia, Baltimore, etc. In my own territory the largest city was New Haven. My salesmen were competing with men who sold in these larger cities. I believed, however, that if I could secure one salesman who heartily believed in advertising and who would co-operate with it that even though he worked small cities, he could make a good showing among 2,000 other salesmen in the territory.

Accordingly, I dispatched a short note, written in lead pencil on a telegraph blank to one of my young men in a city of only 19,000 inhabitants. I told him I was relying on him to be the leading salesman for the entire eastern part of the United States. He replied, stating he would make his plans to win the contest.

Besides New London this man sold in Norwich, with a population of 20,000; Willimantic, a city of 9,000 and about twenty-five little Connecticut towns and villages. He was in competition with men who were selling in cities like Boston, where they had big customers and syndicate stores.

At the end of the six months' contest, this man landed a close second among 2,000 men. He was beaten by a narrow margin by a salesman in Boston.

My young man's plans were simple but thorough. He memorized very carefully the names of every magazine in which the Si-

mon Pure Lard advertisements were running. He carried with him constantly several copies of these magazines. His method of selling, as he afterward explained to me, was to secure the attention of the customer, tell him the names of the papers in which the advertising was appearing and request him to give him a few minutes while he read aloud to him the Simon Pure Lard copy.

He was particularly successful in securing this attention. Some other salesmen who tried the same thing found it difficult to hold the customer's attention while reading the copy.

A list was made of each possible buyer in the entire territory, reaching from New London on the south to Jewett City on the north. This took in numerous small villages and the three cities mentioned.

At the end ninety-eight per cent of the dealers doing business in this territory had been sold some quantity of Simon Pure Lard.

This showing is most remarkable, when you remember that in such cities as New York or Philadelphia there were plenty of possible buyers who could use as much lard as all of the merchants in any one of the young man's cities. It is an excellent illustration of what can be done by advertising if the thorough and intelligent co-operation of the salesmen is secured.

MILK AND AD RHYMES.

THE OAKLAND CHEMICAL CO.
98 Front Street.

NEW YORK, June 13, 1910.

Editor of PRINTERS' INK:

This was copied from a "Van Camp's Milk" card appearing in the New York elevated cars:

A milk in which the air and sun,
The rain, the dew, unite as one
The richest grasses of the field
And rippling running brook to yield.

When I was a boy I used to hear about watered milk, but the farmers used to get it from the pump and were particularly careful *not to advertise* the fact. How would Van Camp answer this conundrum:

"If it takes only rain and dew and rippling brooks to make Van Camp's Milk, why is a bean?"

H. M. HERR.



Inquiries For a \$300 Article Cost Six Cents

apiece. That's what one of our advertiser's replies from FARM AND HOME cost him, and for an article selling for \$300. He *sells* to a very profitable proportion of our inquiries, too, for he tells us he considers our results exceptionally good and that our national twice-a-month farm paper

FARM AND HOME

must reach an extremely high class of farmers. It *does*, as shown by our subscriber's home pictured above, which is representative of all. FARM AND HOME is a live, virile farm and family magazine, edited by well-known writers of practical experience. It's so practical and *suggestively* helpful that its

500,000 Circulation

is read by the *best* farmers and their families, who buy—not only agricultural and household necessities, but *luxuries*, for they know the merits of advertised goods, and are spending money more freely than city people. Some of the best known "general" advertisers have proved FARM AND HOME's value.

THE PHELPS PUBLISHING COMPANY

439 Lafayette St.
New York City

1-57 W. Worthington St.
Springfield, Mass.

1209 People's Gas Bldg.
Chicago



“In a Class by Itself”

An excellent paper is the **Farmer's Mail and Breeze**, of Topeka, Kansas. It has a circulation of 70,000 in Kansas alone, and its advertising manager, Mr. Marco Morrow, in a moment of justifiable enthusiasm, said in his house organ, the **Capper Bulletin**, that the **Mail and Breeze** had the largest subscription list in its own State of any farm paper. When the circulation of the **Farm Journal** in its own State was pointed out to him, however, Mr. Morrow promptly withdrew his claim and wrote us as follows:

FARM JOURNAL, Philadelphia:—

MY DEAR MR. JENKINS:—I have your letter of the 3d, and I am very sorry that we should have inadvertently made a statement which the facts will not bear out. What we had in mind in the matter, of course, was the *weekly* agricultural press.

The truth is, the **FARM JOURNAL** is so entirely in a class by itself that the rest of us have to make our comparisons among ourselves, the **JOURNAL's** supremacy in almost every respect being conceded and taken for granted.

I shall take pains to correct the statement in the next issue of the *Capper Bulletin*. I thank you for calling our attention to the error.

Very sincerely yours,

MARCO MORROW.

So much for **quantity**. But wise advertisers remember also that **FARM JOURNAL** has the famous “gold-marks” (●●) of **PRINTERS' INK**, which mean that “advertisers value this publication more for the **QUALITY** of its circulation than for the mere number of copies printed.” **Quantity and quality combined** is the secret of the **FARM JOURNAL'S** rare advertising power.

Forms for September **FARM JOURNAL** close August 5th. \$3.50 a line for over 750,000.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

A BETTER STATUS FOR ADVERTISING MANAGERS.

WHAT PART A GOOD MAN CAN PLAY IN THE AGGRESSIVE DEVELOPMENT OF BUSINESS—AGENT CAN'T TAKE ADVERTISING MAN'S PLACE—UNDERPAID MEN AND PRACTICAL NEEDS.

By O. H. Blackman,

President, Blackman-Ross Co., Advertising Agents, New York.

In the evolution of advertising, I am convinced that one of the most important problems confronting us is the status of the advertising manager—I mean the man employed by the advertiser to attend to the many details of his campaign and the auxiliary trade work with the dealer.

The most successful advertisers have learned from experience that it pays to devote a sufficient amount of their appropriation as salary for a capable advertising manager in their own employment—or better yet, to make an agreement which gives their advertising manager a stated salary and a share in either the gross sales or net profits of the sales. Such an arrangement is lamentably rare.

Important as the position of advertising manager is, there are few inducements for the better class of advertising men to devote themselves to this particular line of work. This is in large measure due to the fact that advertisers do not realize how much a really intelligent experienced advertising man could do for them.

They believe in advertising? Yes, and they know a good deal about advertising themselves; they have an advertising agent, and they cannot see the necessity of any further help. In many cases, this is perfectly true, but let us look at an average situation a little more closely.

The average manufacturer has his work cut out for him in the production of goods, the financing of the business and the selection and direction of his employees. The advertising agent of even the highest integrity and

resourcefulness has his hands full in keeping in close touch with his client's manufacturing and merchandising problems. He must keep posted on the *real* current value of white space in various mediums in order to suggest the wise expenditure of money. He must maintain a thoroughly efficient organization to make this white space valuable.

He must keep in constant touch not only with the development of his client's trade, but also with his competitors. He *should* be making constant trade investigations of his own so that his advertisements may be based on first hand knowledge of conditions. Only in this way can he make his advertising knowledge of the fullest value to his client, planning with him not only for mediums and copy, but building a constantly enlarging scheme for pushing the product.

Now if the manufacturer is doing his part of the work and the agent his, what happens? A strong, well-proportioned advertising campaign is decided upon. A policy of copy based on intelligent information is adopted. The advertising appears. Replies come in encouraging numbers. The trade begins to show new interest. Just at this point the need is felt for an advertising manager. In an advertising campaign of any size there is much necessary work which cannot be classified as belonging to the sales department and which cannot be carried out by the advertising agent—be he ever so willing.

Oftentimes it is the lack of this work which should be carried out by the advertising manager that is the cause of the partial or complete failure of an otherwise carefully planned campaign. Any experienced advertising man will call to mind many cases to justify this statement.

But how about the case where there is an advertising manager? What are his problems and difficulties? Only those who have reason to call upon advertising managers, either as representatives of publications or of agencies, know the disadvantages under which these men work.

The large majority of them are very much underpaid. Many of them stand in an extremely difficult position, half way between the advertising agent and the advertiser, and attempt to keep up an impossible Janus-faced attitude toward both. Few of them are fortunate enough to be located with a firm which realizes the necessity of keeping them thoroughly posted on all matters which have a bearing on advertising or sales work. Frequently they have no direct relation with the sales department, and therefore cannot intelligently plan their work to fit existing sales conditions.

Is it at all remarkable that with such handicaps the advertising manager is unable to make his work efficient and prove his usefulness to the concern?

What we need to-day is education in both directions. On the one hand, a clearer understanding by the advertiser of the necessity and advantages of an advertising manager. On the other hand, we need more men who appreciate the possibilities open to them in the position of advertising manager and who will fit themselves to qualify for this work.

SUMMER THE HEYDAY OF ADVERTISING.

The following editorial appeared in the columns of the Meriden, Conn., Journal:

"As the warmer days of summer approach and the ordinary business of the merchant appears to slacken, many business men seem to think that the easiest way to reduce expenses is to cut down advertising.

"This is a serious mistake as the most successful merchants will testify. The time to push advertising is when business needs the impetus. The sales, special days and novelties that occur in the ordinary run of business should be featured at this time and induce people to buy.

"Men and women alike are alert to bargains and inducements at any time of year. Don't waste good space by generalities in advertising when you wish to appeal to people, tell them something that will be to their advantage, offer them low prices and bring to their attention things they need.

"The merchant who is alive to these ideas is the one who is successful and who does business at all times of year."

DANGER OF THINKING ONE'S SELF KNOWN.

Editor of PRINTERS' INK:

There is one remarkably short-sighted method of advertising still in practice among several of the wholesale firms who make announcements in the trade journals. The advertiser neglects to mention the line of goods manufactured, and the address of the firm.

No firm is too well known. Every firm is ready to enlarge its line of customers if the acquisition is desirable. Not one individual is so well known in the business he represents that every one in his line is acquainted with him. "I know more 'good people' than I care to sell merchandise. I merely put in my firm name to say the 'line is ready.' My trade will look me up, etc., etc." The progressive merchant always tries to hold his customers by catering to their wants, but no man or firm has a mortgage on his customers, unless he "carries" their account, and when he does this, "there's a reason." Competition, misunderstandings, and "change of buyers" are a few of the numerous vicissitudes in trade. Therefore, it is wise in the regular announcements, to state the lines you sell and the location of your salesroom, so that if perchance a new customer sees your name, his interest may be aroused enough to make a further mental search into your affairs, which he can find if he continues to read your advertisements, and you may ultimately land new customers to replace those you are sure to lose because they had real or imaginary grievances.

HUBBARD ON ADVERTISING.

"Advertising is the education of the public, as to who you are, and what you have to offer in the way of skill, talent or commodity," says Elbert Hubbard in the June *Philistine*. The importance of the new science of advertising has never been more thoroughly emphasized than by Fra Elbertus in the current number of his little magazine. He says in part:

"Let the truth be known about your business.

"The only man who should not advertise is the one who has nothing to offer in way of service, or one who can not make good.

"All such should seek the friendly shelter of oblivion, where dwell those who, shrouded in Stygian shades, foregather gloom, and are out of the game.

"Not to advertise is to be nominated for membership in the Down-and-Out Club.

"The Adscripts and the Adcrafts look to the East. They worship the rising sun. The oleo of authority does not much interest them. They want the Kosmic Kerosene that supplies the caloric."

The Allegheny County Business Men's Protective Association was organized June 23d. The Association is reported to have declared itself in favor of newspaper publicity especially.

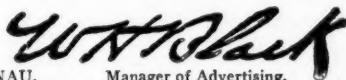
Why Multiply

Granting attention-attracting power to be 50% of the worth of any Advertisement—that attention-attracting power depends largely upon size—and that, as the page is the unit of size in periodical Advertising, it must be the single size most effective—does it not follow that the only way this effectiveness may be increased is through multiplication.

"Double-page spreads," which were the first unit multiplication, are not only increasing in number, but are now being followed by four, six and eight-page "write-ups."

That this development must have back of it a *specific profit reason* goes without saying.

This reason is forcefully stated by one of "HAMPTON'S" Advertisers who writes: "*The 'three-page write-up' brought in about 40% more inquiries than our regular full-page Advertisement, and about twice as much business.*"



F. W. THURNAU,
Western Advertising Manager,
Hartford Building, Chicago, Ill.

Manager of Advertising,
66 West 35th St., New York City.

Ask Your Customers

WHAT IS "PRINTERS' INK" GOOD FOR?

AN OLD-TIME AUTHORITY ON ADVERTISING DESCRIBES "PRINTERS' INK" AS A SIEVE AND A SEPARATOR—IT GATHERS UP IDEAS AND SUGGESTIONS, SORTS OUT THE BEST AND PASSES THEM ON TO THE READER—THE POTENTIAL VALUE OF A SINGLE GOOD SUGGESTION.

By Charles Austin Bates.

I am commissioned to tell in fifteen hundred words why every man interested in general advertising should subscribe for and read **PRINTERS' INK**.

To any one who will read in this issue, or any issue, the facts must be self-evident. However, as I have read **PRINTERS' INK** for just about fifteen years, I should be able to say for it one hundred good words per year.

PRINTERS' INK is good for two things—for its facts and for its ideas—for its information and for its stimulation.

The man who cannot make an average extraction of one idea per issue will never succeed in any business under the sun.

There is no other publication that has exerted so great an influence on the business methods of the country and, for that matter, of the world.

Think a minute and you will see that I am right.

Advertising is by far the greatest single division of business—the most far reaching—the most influential in determining plans, policies and profits.

Trade-marks are guarantees of honesty in manufacture; trade-marks are useless if not known, and they cannot be known without advertising.

The trade-mark is generally the most valuable asset of a business, and its establishment is costly.

Advertising is the tool or machine with which it is made, and the cost is high or low according to the skill and knowledge with which it is handled.

This skill and knowledge is not born in any man any more than

an education in law, medicine or civil engineering is the result of pre-natal influence.

An education in advertising is secured by the same methods that bring education in any other subject—by study and practice—by keeping pace with the progress of the art.

The extra names to whom this issue is addressed are certainly thinking and working every day to devise methods for producing sales and trade-marks at low cost in quick time.

No one of them can be all-wise. No fifty of them can have a corner on all the knowledge and ideas in the advertising world, and so every one of them must be benefited by reading **PRINTERS' INK**, into which there comes, in the course of a year, a record of just about every new idea or fact in the selling end of the business world.

The work of helping sales by printed words is exacting. It is expensive if poorly done. There is no other work in which a really good thought may produce such bountiful return.

Many and many a business success comes from the inception and development of a single good advertising idea—and I guess no idea comes straight down from Heaven pure and undefiled—I guess not. Good ideas are developments of other ideas. A suggestion starts a train of thought over a new mental road, and somewhere along the line is the idea you've been looking for.

Do you know what **PRINTERS' INK** is?

It is a sieve—it is a separator. It contains many pages of solid type, but they hold only the cream. Enough material comes in every week to make two, or five, or twenty times as many pages. It is all sifted and the best is passed on to you.

Don't expect to like it all—don't expect every line to be useful to you. Don't look for profit on every page or even in every issue.

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How much do you want for a two-dollar bill?

Aren't ideas worth as much as cigars? Spoken we say two-for-a-quarter.

Sixteen ideas per year from fifty-two issues!

The chances are a good many to one that if you'll take this copy in one hand and a blue pencil in the other, and mark every idea or suggestion, you will find more than sixteen blue marks in this one issue.

I dare you to try it.

There's another end to the proposition—the fact end.

The man who is spending his money, or his boss's money, for advertising, must have a few facts to go on—and the Lord knows they are hard enough to get in this business.

Publications change. Their relative positions in their field are not the same this year as last. Things are happening all the while that should have an effect on next year's plans—on next year's list of publications an advertiser should use.

Sometimes you get these things definitely in **PRINTERS' INK**, sometimes you see only a few straws that show the wind direction. Anyway you keep in touch with what is going on, and you've got to keep in touch, or you'll pretty soon be a hide-bound volume of back numbers.

If you think I'm wrong, read this issue, ads and all, and see if you don't learn at least four important things.

I dare you.

And in the language of the distinguished and succinct Mr. Wilson, of Maryland—

That's all.

And I have 594 words to spare.

TO ADVERTISE A TOWN.

A commercial organization of Neenah, Wis., is planning a novel advertising plan. Five touring cars decorated with advertising banners, each carrying one good press agent, will be sent through the states of Wisconsin, Illinois, Indiana, Michigan and Minnesota exploiting the advantages of Neenah.



"You are right about Pittsburgh," said an advertiser the other day. "I looked up our records and found we had appropriated \$840.00 for Cleveland and \$450.00 for Pittsburgh. I do not think we are spending too much money in Cleveland, but in the same proportion I feel that we should be spending at least \$2,400.00 in Pittsburgh. I compromised with our advertising department and our agents, however, on a \$1,600.00 basis and have added more papers to our Pittsburgh list." THE

PITTSBURGH POST

(MORNING AND SUNDAY)

is a solid, substantial newspaper of power and influence. It is the big Democratic organ of Western Pennsylvania. THE

PITTSBURGH SUN

(EVENING)

is a clean, sprightly afternoon newspaper, edited particularly for the homes and gives great attention to matters of interest to the women folks. It has been a pronounced success ever since it was founded four years ago.

Pittsburgh has a number of good newspapers. The two named above cannot be safely omitted from any advertising campaign which is intended to cover Pittsburgh thoroughly and effectively.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

IS THE ADVERTISING AGENCY GOING FORWARD?

IMPROVEMENT IN AGENCY SOLICITATION STANDARDS—MORE CREATIVE EFFORT—IMPROVING AS A HARMONIZER AND AS AN EFFICIENT ORGANIZATION.

By W. C. D'Arcy

President, D'Arcy Advertising Company, St. Louis.

Speaking from experience and close association with, and a very careful observation of things in general, which have a bearing either one way or the other on the advertising agency business, I would say that it is going along very nicely—thank you.

And, mind you, this general satisfactory and likewise profitable condition is not in any sense due to the efforts of those many so-called reformers and prophets who have lately gone into much print to air some unsophisticated opinion about an imaginary and so-called necessary readjustment of the agency business, particularly as it affects the present status of relations existing between the man who pays the bills and the general agency.

Business looks good, is good and will be better if everybody in and out of the advertising world will be half-way true to the callings of an optimist.

The general agency business is improving because the field of advertising endeavor is fast losing the solicitor whose daily occupation was to aimlessly flit from door to door in quest of a measly piece of so-called copy, or buzz annoyance in the ear of some advertiser with his one thought tied to the misunderstood, misused prize designated as commissions.

The agency business is improving by leaps and bounds because advertising is a profession and as such a force is attracting men of big brains, and of bigger minds,—men of ambition, with ideals and with ability to study conditions in order to create the kind of advertising that is "advertising." Something that produces results, some-

thing that improves the condition of many people.

The agency business is improving constantly because from necessity it is creative and necessarily a force bent on improvement.

The agency as an organization is improving; it commands universal attention, because it is the direct influence that produces more returns for the advertiser and will properly present to the public an honest story of one thing or another.

The agency business is improving because it is the greatest harmonizer of the times. It is the power that takes a disorganized selling thought or force and moulds it into one homogeneous collection of energy, all directed by sound purpose and culminating with profit.

The agency business is improving because it is a producer of better business without consideration of rates, and, further, is improving in spite of the everlasting grafter or the so-called agency, or solicitor whose purpose is to watch budding accounts, and like a vulture drop down on the unsuspecting advertiser, fasten his claws in a tender spot, and spout gilded tales of "more business for less money."

In spite of the ever-existing pawnbroker agency with no excuse for business, and whose one ambition is to covet his neighbor's works, the conditions are improving and will continue along the road of better things because the true advertising man is an optimist, and an optimist is an honest man with himself, and necessarily honest with his calling, and the results cannot fail under the guidance of such a force.

From our point of vantage the future has much in store for everybody but for the advertising man everything. In fact, the future is so full that it is hard to picture it with a pen.

John Nelson, formerly managing director of the Times Printing & Publishing Company, of Victoria, B. C., has resigned to assume the management of the Vancouver News-Advertiser. Mr. Nelson assumed his new duties July 1st.

A Gift of \$10,000

From the



I

THE NEW YORK AMERICAN, Morning and Sunday Editions, made a LARGER GAIN in advertising (\$88,866 aggregate lines of 2,103¼ columns)* than any other morning and Sunday newspaper in New York in the first six months of 1910.

II

THE NEW YORK AMERICAN, Morning and Sunday, made a LARGER GAIN in daily average net paid CIRCULATION (42,657 copies per day GAINED over the first six months of 1909) than ALL the other morning and Sunday newspapers of New York City COMBINED.

III

THE SUNDAY AMERICAN in each of the six months ending June 30, 1910 (as in each of the last ten years) published MORE DISPLAY ADVERTISING THAN ANY OTHER NEW YORK SUNDAY NEWSPAPER. Its advertising rates are higher than those of any other Sunday newspaper in the U. S.

IV

THE SUNDAY AMERICAN'S bona-fide paid average circulation during the past ten consecutive years has been larger than the COMBINED Sunday circulations of the New York World and the New York Herald, or of ANY TWO other Sunday newspapers in the world COMBINED.

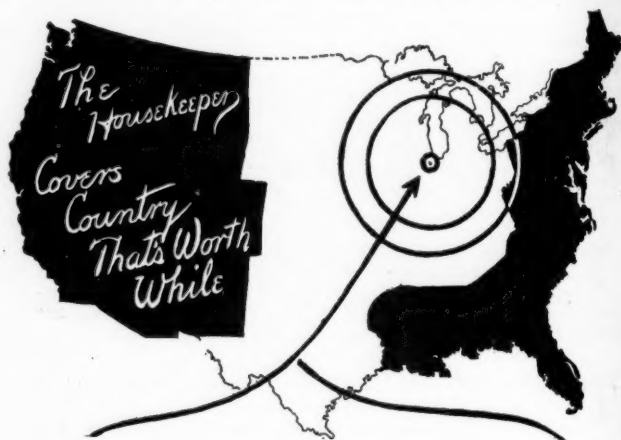
V

THE DAILY AMERICAN'S net paid circulation (excluding Sunday) approximately equals the circulations of the New York Herald, New York Sun, New York Tribune and New York Press COMBINED; and of the New York Times and New York Herald COMBINED.

THE AMERICAN WILL PAY \$10,000 TO THE FIRST NEWSPAPER OR PERSON WHO CAN SHOW UPON TEST THAT THE FOREGOING STATEMENTS ARE NOT STRICTLY TRUE.

*These figures are compiled by the Statistical Department of the New York Evening Post.

File This For Future Reference. This Map Tells You Things You Need to Know. It Is Information Vital to Your Business Rather Than an Advertisement.



	All Lines	Agri. Implements	Boots and Shoes	Clothing	Furniture	Drugs	Gen'l Stores	Hardware	Jewelry	Groceries	Dry Goods
No. Central.	172,504	10,562	8,118	7,316	7,942	15,713	40,210	16,257	8,218	50,072	8,006
No. Atlantic.	126,342	2,317	6,557	4,065	6,130	8,020	24,121	4,885	5,240	54,363	8,844
So. Central.	71,585	1,120	1,491	2,000	2,191	6,821	33,110	3,070	1,850	15,772	4,160
So. Atlantic.	44,532	430	947	1,358	1,405	2,870	25,827	1,135	1,155	7,820	1,583
Western . . .	29,097	811	1,830	1,540	1,475	2,750	8,485	1,023	1,786	6,972	1,525
Total in U. S.	444,060	15,240	18,943	17,179	19,143	37,074	131,753	27,270	18,249	134,999	24,210

Make a comparison of the number of dealers as shown in this table in the various sections. Note that in addition to the North Central The Housekeeper covers other rich sections as well as having a general circulation throughout the United States.

Within the big circle is the center of Wealth Production, of Manufacturing and Farming and of America's Population which spent in 1909 for food products and other family expenditures over Thirteen Billion Dollars.

NET PAID CIRCULATION— JUNE ISSUE

New England States.....	2,800
Middle States	54,545
Southern States	23,764
Western States	262,246
Pacific States	40,226
U. S. Colonies and Foreign...	710
News Dealers	2,493

386,844

The Housekeeper

MINNEAPOLIS—Est. 1877

Statistics by courtesy of
Long Critchfield Corp.

Divide the Country Into Sections

Call them—

North Central—North Atlantic—South Central—South Atlantic—Western.

Well then—

Here are some profitable facts gleaned from authoritative sources about the one most profitable to you of all the five sections—

The Housekeeper

**Concentrated Circulation Is in
the North Central Section**

And the number of dealers in All Lines in this section (172,504) exceeds those in the nearest competitive section by 46,162.

The territory covered by The Housekeeper Concentrated Circulation exceeds in like manner in the following lines:

There are 8,245 more dealers in Agricultural Implements.

There are 1,661 more dealers in Boots and Shoes.

There are 2,451 more dealers in Clothing.

There are 1,812 more dealers in Furniture.

There are 6,798 more dealers in Drugs.

There are 7,100 more dealers in General Stores.

There are 11,372 more dealers in Hardware.

There are 2,978 more dealers in Jewelry.

In Groceries this section is only 4,291 behind the leader, but 34,300 ahead of the next nearest (Total number in this section being 54,863).

In Dry Goods this section is only 748 behind the leader but is 3,936 ahead of the next nearest (Total in this section being 8,844).

The Point Is Here

This Concentrated Circulation reaches the consumer in the greatest buying center in the United States. You reach through Housekeeper columns the greatest possible number of Manufacturers, Jobbers and Dealers, and the Consumers who support them. Such a section is a particularly rich field for the business house selling direct—it insures in such a medium as The Housekeeper—inquiries at small cost and direct returns.

Housekeeper space has always been considered good value with 300,000 circulation. Today it offers \$2.00 value at \$1.50. Nearly half a million at only \$1.50 a line—the best buy in the magazine field. Buy today at the \$1.50 rate—give the Housekeeper a thorough test, and you will cheerfully meet the advanced rate in September.

Important New rate effective with the December Issue—Forms for which close September 15.

On all bona fide contracts executed before Sept. 25, 1910, we will accept orders for space to be used prior to June 1, 1911 (including June 1911 issue) at rates now current, viz., \$1.50 per Agate Line; \$1,000 per Page; \$1,500 per Fourth Cover in Colors.

Frank L. Graves

Advertising Dept., Tribune Building, Chicago

BOSTON: 8 Beacon Street

NEW YORK: St. James Building

THE PROBLEM OF THE SMALL-SPACE AD- VERTISER.

HOW HE OVERLOOKS HIS PRESENT OPPORTUNITIES—TOO MUCH SPACE BUYING, TOO LITTLE ADVERTISING RESULTS IN DISSATISFACTION TO THE ADVERTISER—LAYOUTS AND GOOD COPY.

By William G. Colgate.

It has long been a matter of common knowledge among advertising men generally, and those attached to publications in particular, that the reason why so many small advertisers continue to remain small advertisers is because there are too many *space buyers* and too few *advertisers*. That is to say, there are proportionately too few men who study the fundamentals of interesting and attractive typography in combination with convincing, forceful copy, compared with those who do not.

In the first place, let it be understood that it is really the advertiser whose account is not controlled by a responsible advertising agency to whom these remarks chiefly apply. There are a few of the other kind, too, but they are for the most part isolated examples and therefore negligible.

Wherein the local advertiser is usually deficient is in his typical "let-her-slide" attitude toward advertising generally, and which is particularly emphasized in the preparation of his copy. Hardly has the ink dried on the contract, as a rule, before he allows himself to relax with a sigh that plainly says, "There, I've signed with a good paper and I ought to get results. Now, it's up to them to make good." He probably changes his copy once in a while, under pressure or whenever he takes the notion. His space is oftentimes filled with trite generalities or pointless verbosity. He accepts whatever set-up the compositor gives him with no thought as to its suitability or excellence. If reproved for his indifference by someone friendly to his interest, he invariably replies,

"Oh, well, what's the use. You can't do anything with small space, anyway. It's almost impossible to make a dinky little ad stick out of the page, and it's practically a waste of time to try. If the paper's any good I ought to get results without any fuss or bother."

After a while, at the expiration of his contract, this advertiser likely drops out disgruntled, dissatisfied—poorer in pocket, richer in experience—a new recruit to the band of ex-advertisers—the dead ones of complacent burnt-fingered mien, to whom the appearance of the solicitor is the cue for singing singly or in unison the popular anvil chorus: "I know, you can't tell me anything about advertising—developing a small advertiser into a big one

IF you'd go into a shoe store and announce that you wanted to buy forty pairs of shoes you'd get special attention, wouldn't you?

Every man who comes into my store looks to me like at least a "forty-pair" customer. He is. I'll sell him the first pair, and the fit, comfort and wear that he gets out of them will be pretty apt to take care of the thirty-nine or more sales.

I don't make enough profit on one pair of shoes to be indifferent as to where you buy the next pair, so I do things that make you want to buy them of me.

Men's shoes only \$3, \$4, \$5.

HASSELL'S

Northwestern Corner Van Buren and Dearborn Sts., Hammond Bldg.
Shoes selling at half-off prices in our repair shop.

GOOD COPY IN SMALL SPACE.

and all that sort of thing—I've been there myself; I used to advertise, and so on, *ad infinitum*.

Despite these exceptions, and they are numerous enough, there still remains on the part of nearly every advertiser the desire to make his ad stand out from those surrounding it on the printed page. In so far as his technical knowledge permits, the advertiser endeavors to devise layouts calculated to catch the reader's eye and awaken his interest. Frequent excursions are made into the realm of typographic art, sometimes with

ludicrous effect, as occasional examples of bizarre and freakish copy and layouts will attest. In his laudable ambition to emulate the striking qualities of the "big ones," the small advertiser invariably loses sight of the fact that his end can be reached and

and decidedly strong in copy and arrangement. The preparation required little, if any, more attention and expense than is expended on an ad of a much inferior standard. Such ads do not require top of column next to r. m., island position or any special preferred position to emphasize their distinctiveness and individuality. Being sufficiently strong in themselves, no extra cost is incurred as when special positions are asked for. On the other hand, it often happens that ads of this kind will be awarded choice positions by the make-up by very reason of their not being restricted to any one location on page.

Slight effort has been required to raise them from mediocrity to merit. The effects which are exemplified are possible to almost any small space advertiser. The difference which distinguishes them from the ordinary and the commonplace is the self-same difference which has stood between the success or failure of many a more pretentious announcement. The consistent striving to get the utmost out of one's opportunities, the

SMALL BUT TO THE POINT.

his purpose accomplished by equally as direct and certainly by less expensive means.

It is the intention of the present writer to illustrate by concrete examples the advertiser's possibilities with respect to making his advertising more attractive and consequently more effective without materially increasing the cost thereby.

A casual glance at the specimens herewith submitted should suffice to convince the skeptical advertiser of the opportunities which lie in the judicious use of restricted space.

The results shown have been attained, not by a combination of favorable circumstances or through the medium of high-grade inks, fine coated paper, careful presswork, fine engravings, and so forth. They are simply plain everyday ads and have been selected indiscriminately from the regular issues of several daily newspapers in various cities.

Nearly everyone will agree, I think, that they stand out in strong contrast from any surroundings in which they might be placed. Yet they violate no canons of good taste. As a matter of fact, they are extremely attractive, direct, eye-compelling,



FINE INCH LAYOUTS.

commendable ambition to make big things out of little things, has prompted a policy which bespeaks successful achievement in advertising as in any thing else.

To be an advertiser, not merely a space buyer, should be the aim of every man who signs an advertising contract.

1900 THE WONDERFUL 1910 TEN YEARS

THIS is the last of ten wonderful years. Think of the things that have been accomplished in the last decade, the mere names tell the story—automobiles, wireless telegraphy, twenty-five-knot trans-Atlantic steamers, flying, are a few of the great achievements.

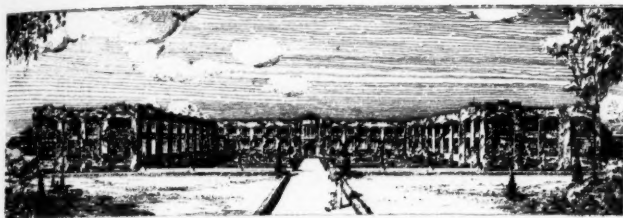
WE flatter ourselves that these are *our* wonderful ten years also, for Doub'eday, Page & Company was founded in 1900 and our magazines, **THE WORLD'S WORK** (1900), **COUNTRY LIFE IN AMERICA** (1901), **THE GARDEN MAGAZINE** (1905) and **SHORT STORIES** (adopted in 1910) have won success because they have interpreted the progressive years and marched on with them.

IN **THE WORLD'S WORK** will be found a graphic history of these ten years, and its advertising pages show the development of the art to its present high efficiency. Practically every national advertiser has been represented in its pages and the death rate is mighty low.

COUNTRY LIFE IN AMERICA and **THE GARDEN MAGAZINE** grew up with and helped to develop the new American enthusiasm—the interest in country living. These two magazines did the pioneer work in arousing in Americans the love of the country. They were the first in the field and our advertisers, as well as ourselves, have profited accordingly. The needs of the country enthusiast are unsatisfiable, so that more than 230 magazine pages of advertising (published in a recent number of *Country Life*) did not cloy their buying power.

WE believe our magazines will be of increasing value to our readers and therefore to our advertisers.

WE have another monthly publication called the **ADVERTISERS' ALMANACK** which tells about advertising in general and our magazines in particular. We would like to have every reader of our distinguished contemporary, *Printers' Ink*, read it and if you send us your name it will be mailed to you free.



CELEBRATING OUR TENTH ANNIVERSARY
COUNTRY LIFE IN AMERICA
 TWICE A MONTH—AND WHY?

THE year 1909 was the most prosperous *Country Life in America* had ever experienced, and the early months of 1910 were even more successful; therefore, some people may say: "Why not let well enough alone?" To do this means to go along on that level and easy basis which leads to mediocrity, and we think we see a way to forge ahead into a new and even broader usefulness, by *not* "letting well enough alone."

WE have now hit upon a plan which will add to the usefulness of the magazine, namely: the publication of twelve special, or one-subject, numbers. Here are the subjects:

INSIDE THE HOUSE NUMBER
 THE WINTER JOYS NUMBER
 THE MOTOR NUMBER
 THE BUNGALOW NUMBER
 BACK TO THE LAND NUMBER
 THE LITTLE GARDEN NUMBER

THE LITTLE HOUSE NUMBER
 THE ROSE LOVERS' NUMBER
 THE FLYING NUMBER
 GOOD HEALTH NUMBER
 THE ECONOMICAL NUMBER

The mid-month numbers will have a distinctive cover, making them recognizable at a glance.

THE subscription price remains \$4.00 a year for twenty-four issues, instead of twelve issues. Undoubtedly, this doubling of the issues in the year, will result in quickly and largely increasing *Country Life in America's* constituency.

The mid-month issue, therefore, will be *Country Life in America*, with its well attested advertising value and its great buying constituency, plus the authoritative appeal of a great manual on an interesting subject. The first mid-month number will appear November 15th, 1910.

A number of preferred positions are open, some of them in color—all back covers sold. Prompt action is necessary to secure positions. Write to your agents or us.

The crowning celebration of our anniversary is the building of the Doubleday-Page Press at Garden City, which makes possible the fulfilment of the plans outlined above. Our friends will be glad to know that the new building is growing fast and that we expect to be in by late September or early October.

DOUBLEDAY, PAGE & CO., 133-137 East 16th St., New York
 CHICAGO: People's Gas Building BOSTON: Tremont Building

CIRCULATION FROM STANDPOINT OF MAN WHO BUYS IT.

CIRCULATION MUST GO THROUGH BRAINS OF PEOPLE TO BE VALUABLE—WHAT IS IN PAPER IS WHAT COUNTS—PREMIUM CIRCULATION 'DISCOUNTED'—ADDRESS BEFORE INTERNATIONAL CIRCULATION MANAGERS' CONVENTION, CANADA.

By *W. H. Goodwin.*

Manager John Murphy Store, Montreal.

I can understand what you mean by locality of circulation, but when you come to the word "quality" of circulation, I don't know your meaning of that. Now, then, what do you mean by "quality of circulation?" We would like to know particularly what is meant by that term. We know, as purchasers of advertising, what is meant by locality of circulation, we know it is the destination where it is going. In littering streets with circulars—when the streets of Montreal are littered with circulars we know that there is circulation activity, but there is no knowing where it is going or what is becoming of it, and that is what we want to know.

The circulation that we, as purchasers of advertising, appreciate, is the circulation that is guaranteed, not because there is a dead man at the head of it, but because there is some live man at the source of it. By that I mean this: The circulation that we appreciate is the circulation that circulates through the brains of the people. It does not make any difference if you have increased circulation if in that this idea is lost, or if people buy it just because you issue some premium with it and consequently they just simply don't read it, and that is not quality.

Circulation is absolutely of no use to us unless it goes through the brains of the people, and because it is in the brains of the people we want to be in the procession and that is what we are paying for. We are paying to be

in that procession. We want to be in the band wagon with our banners flying and all the rest of it. We want it to go through the brains of the people. You can tell us how much circulation you have, but we want you to tell us where it is and where it is going. I want to say this, that the thing that I would like to leave with you this morning is to thresh out the meaning of the word "quality." That you take it up and look into it and analyze it and tear it to pieces and let us know what you mean by "quality." Let us know in reality what you can tell us about the word and meaning of the word in connection with circulation. Can you tell us what quality is, or rather, what is there in the paper that makes people buy it? You are the circulation managers; you are the men that have to do with the subject of circulation. A stream rises no higher than its source. If the circulation must go through brains it must have bright, brilliant brains at its source. The thing that is in your paper is the thing that is bringing about your increased circulation, and if you will bring that about in this way then you will find that the results that you promise and the results that we expect to gain are fully realized.

SUMMER ADVERTISING THAT PAYS.

As an indication of its belief that summer advertising is highly valuable, the Webb Publishing Company, of St. Paul, publishers of *The Farmer* and the *Farmer's Wife*, have contracted for five thousand dollars' worth of space for a subscription campaign in the July farm papers. This space, it is announced, is paid for on a cash basis and at the same rates as any other advertiser. Page copy is being used. H. C. Klein, the advertising manager, says that summer advertising for subscriptions is not new with his company. It has tried it before, with full pages, with pronounced success. The fact that such subscription advertising pays is significant; for, as any publisher knows, subscription getting is peculiarly a fall and winter business. Manufacturers whose goods are not so strictly seasonable as are subscriptions may well find a valuable suggestion for summer advertising in the Webb Publishing Company's experience.

The first thing to look for in an advertising agency is a

spirit of strict loyalty to its customers. To do his best work the advertising agent must be told many inside secrets. Therefore he should have such high ideals that even though a customer should discontinue his services and go to some other agency, he will still keep the trust once given to him. Advertising agents are professional men like physicians and lawyers. Hence the wisest advertisers in looking for an advertising agency for themselves study carefully the characters in the above respect of the men composing the various agencies, and it is right and particularly important to them that they should.

In regard to the above point, it is better that you talk with our present customers regarding the qualifications of our advertising agency. We have built on solid foundation and take pride in having advertisers in search of an advertising agency make the most thorough possible investigation of the methods which have made our agency so highly respected.

M.P. Gould Company

31 EAST 22d STREET,

NEW YORK

RATING REGISTER

OF THE
WHOLESALE AND RETAIL
HARDWARE MERCHANTS

OF THE
UNITED STATES AND CANADA

Stock Ratings of Each Store are Designated as Follows:

AAA \$500,000 Up	C \$5,000 Up
AA \$100,000 Up	D \$3,000 Up
A \$ 25,000 Up	E \$2,000 Up
B \$ 10,000 Up	F \$1,000 Up

The Wholesale Section also gives Capital Stock and Percentage of Wholesale Sales to Total Sales.

The United States Section covers about eleven thousand cities and towns, with population of each. There are about thirty thousand names in the book, and the arrangement is such that it is invaluable to anyone selling the Hardware trade.

The foreign Section gives the names of about 2,500 of the most important Hardware and Tool Merchants in all parts of the world.

ALSO LIST OF
New York Export Commission Houses

ALSO LIST OF
Department Stores and 5 and 10c. Syndicates

ALL IN ONE VOLUME

PRICE \$5.00 DELIVERED

RETURNABLE IF NOT SATISFACTORY

Compiled and Published by the
HARDWARE DEALERS' MAGAZINE
253 BROADWAY, NEW YORK

DO EXCLUSIVE AGENCIES BENEFIT THE MANU- FACTURER?

A CANVASS OF THE ADVANTAGES
AND DISADVANTAGES—COMPLICA-
TIONS THAT ARISE—EVILS OF
MARKETING THAT ADVERTISING
MAY OVERCOME.

By Roger I. Cuyler,

Advertising Manager of the Carter
White Lead Company, Chicago.

The practice of establishing exclusive agencies among jobbers and retailers has been and is being used to a greater or less degree by many manufacturers. The advantages of such an alliance between manufacturer and distributor are, of course, presumed to be mutual. The manufacturer desires to extend his sales, while usually the jobber's or dealer's purpose is to gain an advantage over a competitor by controlling the article in his particular territory or locality.

Now, how does this policy work out in actual practice? Is this alliance really mutually advantageous? Does the manufacturer reap the most benefit from such an arrangement, or is the jobber or retailer the gainer?

In some instances where the article is new and unknown and the manufacturer is looking for distribution, an exclusive arrangement with a live and well established jobber or retailer, who will really push his product, does, no doubt, work greatly to the manufacturer's interest. In the case of a well known standardized product, however, the benefits to be gained by the manufacturer from such a selling arrangement are rather doubtful.

Now, let us analyze the workings of this exclusive agency practice. Suppose a manufacturer is producing and marketing a staple article, such as varnish, for example. The product possesses unusual merit, and has been aggressively advertised among painters and the trade, but not advertised in a broad, general way. This particular brand has been on the market, let us say, three years, and both dealers and

jobbers are well acquainted with the merits of the goods and know the strength of the proposition.

Where the competition is extremely aggressive, as it is in the varnish line, with so many old and firmly established concerns in the field, every pressure is utilized to harass the growth and business of the younger concerns. The sales manager and selling force of such a manufacturer, must necessarily be wide awake and resourceful—quick to take every legitimate advantage to increase sales, and, while he may not be an advocate of the exclusive agency idea, the sales manager will not hesitate to perfect such arrangement if, in his opinion, it will prove beneficial to his company.

His salesmen are, therefore, instructed to make use of the exclusive agency inducement if they cannot otherwise persuade a dealer to handle the goods. The salesman, when visiting a town where the product is not sold, will, after an unsuccessful effort to interest the merchants in stocking the product, resort to the exclusive sale argument, and will often succeed in opening a good account because of this inducement; consequently, in the course of time, this varnish manufacturer will establish quite a number of exclusive agencies.

In some cases the arrangement will work satisfactorily to both the manufacturer and distributor. In other instances, queer complications will arise. The manufacturer discovers in due time that in many localities the retailer or jobber with whom the salesman has made his exclusive selling argument, is insincere; realizing that unless he consented to the arrangement offered by the manufacturer's representative, one of his competitors would be likely to do so.

The dealer, being in a position to sell an inferior article on which he makes a liberal margin of profit, had entered into the exclusive selling arrangement for the sole purpose of tying up the product in that locality for a period of time, and meanwhile had done his

best to work up a prejudice against the manufacturer by "knocking" the goods and subtly working up a feeling against the manufacturer, among other dealers in the town.

The manufacturer sooner or later detects this insincerity, but in most sections where this practice had been permitted to gain a foothold, he finds himself unable to secure a satisfactory market for his goods. This is one of the evils of an exclusive selling arrangement and one that general advertising, which by creating a general demand for the article, eventually overcomes.

Here is another disadvantage the exclusive agency gives the manufacturer. Salesmen not familiar with all of the local conditions in a community, will make an exclusive arrangement with what appears to be a first-class merchant. It soon develops that this merchant is cordially disliked by all of his competitors, because of unfair tactics, price cutting, etc. It further develops that this particular merchant has no trade to speak of on the line of goods in question. The result is a general dissatisfaction among other merchants which takes a long time to overcome, and the manufacturer gains absolutely no advantage because his exclusive agent fails to sell any of his goods.

In the advertising department of a certain manufacturer, a most aggressive direct campaign with dealers is carried on. Oftentimes they have as many as six or eight likely prospects in a town. A card system is maintained and all prospects are regularly bombarded with carefully prepared letters, circulars, etc. It invariably happens that when they interest a merchant in stocking their line and no exclusive selling arrangement is made, that within a very short period they will receive orders from several other dealers in the same town, whereas in the event of an exclusive arrangement, it is necessary to discontinue the work on other prospects.

When an article is in healthy demand and handled by several

merchants in a town where lively competition exists, there is absolutely no question but that three or four merchants will sell more of this product than any one merchant. The fact that the goods are handled by several dealers stimulates the sale of that product. Furthermore, it is the exception when any one dealer can hope to secure all of the possible trade on that article in his town. Every dealer has his friends and his enemies, and the manufacturer who ties up his goods with one distributor in the locality is certain to miss out more or less business.

The manufacturer whose plant is located in New York, for instance, and who makes a staple product which comes in competition with local brands in different sections; a product the nature of which involves heavy freights, which effects his profits to a great extent, often finds it advantageous to perfect an exclusive selling arrangement in remote sections, such as California, Washington, Oregon, Texas, etc. In having a satisfactory exclusive arrangement with a good live distributor, the manufacturer is permitted to enter these markets and secure at least a part of the business by shipping to the distributor in carload lots, whereas to ship direct from his remote factory in less than carload shipments would wipe out too large a percentage of the profits. Of course, the manufacturer can largely relieve this situation by maintaining a warehouse in remote sections, shipping his goods to the warehouse in carloads and distributing direct to dealers in small shipments.

Where the manufacturer distributes through exclusive agencies in remote sections there is sometimes an advantage because the distributor is oftentimes in position to cover his limited territory more closely than would the manufacturer unless he maintained an extensive and costly selling force. It is the custom with some manufacturers to augment the distributor's selling force with one good man, who

WALLACES' FARMER

"GOOD FARMING—CLEAR THINKING—RIGHT LIVING"
A WEEKLY JOURNAL FOR WESTERN FARMERS

is the

Standard Farm Paper of Iowa

Standard for the Reader — Standard for the Advertiser

IT tells the farmer what he should do three weeks hence instead of what he should have done. The editorial matter is always timely and authoritative. That is why the subscriber looks for its coming, and that is why he pays for it in advance; in fact, he has to or his name is taken from the list.

The farmer who pays for his paper in advance and who reads it 52 weeks in the year is the best kind of a man for you to do business with. Without question he is the leader in his community, and if you induce him to buy your goods other farmers in the vicinity will follow his example. When you sell a reader of **Wallaces' Farmer** your goods are practically introduced into that community.

There are over 60,000 of the most progressive Farmers following the teachings of Wallaces' Farmer, Weekly

A **Wallaces' Farmer** subscriber inquiring for your goods at a retail store has more weight with the dealer than all the printed matter you could send him in a year. He knows this man would ask only for the best.

Write for sample copy, rate card and any information you may desire about our territory.

Home Office, Des Moines, Iowa

GEORGE W. HERBERT,
Western Representative
First Nat. Bank Bldg., Chicago, Ill.

WALLACE C. RICHARDSON, Inc.
Eastern Representative
41 Park Row, New York City

Only Paper in Iowa Member of Standard Farm Paper Association

Important to Men's Wear Manufacturers

☞ August 27th is the final closing date for the Men's Wear Special—the issue of September 17th.

☞ All advertisers who wish to take advantage of the special trade campaign features should reserve space immediately, as the closing date for that work is July 10th.

☞ Concentrating in one issue a great volume of this class of advertising, I believe Collier's Men's Wear Number is the best individual issue of any magazine for advertisers of clothing, men's furnishings, umbrellas, hats, etc.

E. L. Patterson
Manager Advertising Dept.

Collier's
THE NATIONAL WEEKLY

will cover a big territory—not very intensively, to be sure—but in a way that assists the distributor, and, at the same time, keeps the manufacturer in close direct touch with local conditions.

In cases of this kind, such an exclusive selling arrangement is mutually beneficial to both manufacturer and distributor, although it is always a debatable question whether or not the manufacturer would be the gainer by making these sections an open market and developing his trade to the utmost point. More than likely the increased business from intense solicitation and aggressive and intelligent advertising would more than offset the expense, and give the manufacturer a larger profit in the end. It certainly would put him into the market on a firmer basis, and place him in position to overcome the detrimental effect which always results when it is necessary to change agencies, because of retirements from business, failures, etc. Where the manufacturer is doing business direct with the retailer he invariably is in better position to maintain his trade than when the goods are in the hands of an exclusive distributor.

In the paint business there are one or two notable instances where manufacturers distribute their product entirely through exclusive agencies, with the exception of large cities. The advantages said to be thus gained are a closer working arrangement with the local dealer. The dealer is supposed to more readily advertise and push the goods, and where the sales manager and selling force of the manufacturer work closely with the exclusive agent and make the dealer feel that he is a part of the organization, good results are obtained. Where the most harmonious and efficient organization exists, however, the manufacturer is always up against the embarrassing situation of changing his agency because of firms going out of business for different causes, and this is constantly putting the goods

out of the market, so to speak, in that section.

Despite the elaborate and well-laid plans of some manufacturers who market entirely through exclusive agencies—plans that call for local advertising and close co-operation—things do not always work out satisfactorily. Retailers sometimes forget to do their share of the advertising as agreed upon—they readily accept all the selling helps offered by the manufacturer, but overlook or neglect their part of the co-operative agreement. The manufacturer is thus made to suffer through the indifference of a negligent dealer. This seems unfair, and an unnecessary position for the manufacturer.

As a general proposition when every phase of the subject is analyzed, the exclusive agency plan works to the detriment of the manufacturer rather than to his benefit—it is, in a way, an admission of advertising inefficiency. Many manufacturers who for years have stuck to this policy of distribution, are beginning to realize its weaknesses.

The necessity of exclusive agencies, so far as the manufacturer is concerned, will cease to exist when by intelligent, forceful and persistent advertising, he has made his product a household word and a necessity. When the retailer has continual calls for an article he is going to carry it in stock if he can get it. It will not require an exclusive agency inducement to secure this dealer's patronage or co-operation. The manufacturer who is free from exclusive agencies and in position to sell one and all, finds himself in a more secure position, with no obstacles in the way of more business.

The *Spanning Link*, Vol. 1, No. 1, has just been issued by Bloomingdale Bros., of New York. It has eight pages, which are filled with store news, with paragraphs about the employees and manager, and notes about different departments. The paper is illustrated with numerous line drawings and halftones. The editor is Charles J. Shearer, the store advertising manager.



Can you know too much about an advertising medium that circulates extensively in territory that your business records show is profitably open to you?

Will you please take a little time one of these quiet summer days and let one of our fully posted men tell you all about THE UTICA

SATURDAY GLOBE

how many copies, where and how it circulates, the class of homes into which its 140,000 copies go each week,—largely in prosperous interior New York, New England and adjacent states. He will figure out with you the economy with which this great field, difficult and expensive to reach otherwise, can be splendidly and effectively covered.

SAY WHEN.

SMITH & BUDD CO.
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

HOW ADLER PROVED THAT FARMERS WANT SNAPPY CLOTHES.

FARMERS DO NOT SHY AT "COLLEGIAN" TRADE-MARK NAME, AND RURAL MERCHANTS WELCOME A LINE OF RURALLY ADVERTISED CLOTHES — PANIC WEATHERED WITH LITTLE LOSS.

By Myron B. Elwood.

David Adler & Sons, of Milwaukee, are selling snappy clothes to farmers.

"What's that?" you ask. "Snappy? Who has ever heard of a farmer buying snappy clothes? They dress in overalls, with braces over their shoulders. Don't be absurd!"

It is the seeming absurdity that often wins. For the farmers of the Middle Western states are rising to the advertising of the Adler fashionable clothes like hungry fish that have been waiting for some angler to cast a line on the chance that they are, after all, much as other men are. Their plentiful patronage of the Adler clothes, the first ever to be advertised in farm papers and sold through country dealers, is an evidence that they have the money for garments that have city snap and natty style.

The sales manager who had formed his opinion of the farmer from the pictures of him seen in the comic journals probably derided the temerity of the Adler firm in advertising a line of clothes in the farm papers with such descriptive terms as "nobby" and "stylish." But the Adlers had been studying a bit. They felt like taking a chance. Indeed, after they had arrived at their conclusion to go to the farmer, they determined to treat him just as they did the city dweller. They did not change their copy. They did not even change the name of their leading brand, "The Collegian," a term that might be expected to arouse the dislike of the conventionally understood farmer as soon as flaunted in front of his eyes.

The pronounced success of the


Adler 1909 campaign was an eye-opener to the whole clothing trade. Moreover, it was a mighty satisfactory proof of the shrewd theories worked out by the Adlers themselves. As a result of it the Milwaukee firm bestirred themselves to take advantage of this great new field of consumption. They enlarged their advertising in 1910 and expect to go into the farming papers next season in a very big way—bigger

Adler Clothes

will give you more satisfaction than any garments you have ever worn. You'll find that these clothes will keep their shape a surprising length of time. The very high standard of tailoring which we put into them, makes it possible for us to assure our customers that there are no other garments produced in this country at a similar price which can be justly compared from the standpoint of good value. If you will insist on Adler Clothes when you buy your next suit or overcoat, you will be well repaid for the effort.


Adler's Collegian Clothes

are a little more extreme in style and are designed especially for young men who want all the little features of fashion which the college man and the young business man so thoroughly admire. Our garments are never extreme in style, but are always up to the minute in every detail. The spring suits and overcoats at \$15.00 to \$35.00 are now being shown by the foremost retail clothiers. We will mail our style book to you free upon application.



The Style and Quality Label

David Adler & Sons Clothing Co.
Nobby Clothes Makers Milwaukee



COPY IN FARM PAPERS.

than has ever been attempted by any firm making a product sold through dealers.

It was a vital part of this campaign to win over the country dealer. He proved to be surprisingly glad to handle a well advertised line, that was of moderate price. He was in position to know what the farmer would buy, if the manufacturer gave the latter a chance to learn of the goods. He was very willing to have the farm papers build trade for him, as well as for the mail order firms. As a matter of fact, he was found to be waiting to lend

a helping hand to any manufacturer wise enough to see that the farming trade was just the same as town trade.

David Adler & Sons prepared the folders and other literature for the farm dealer as carefully and as artistically as those that were sent the dealers in the larger towns. It was a novel experience for many of the rural storekeepers to receive a circular *de luxe* from the Adlers, showing them just why they should handle the "Collegian" line and explaining how the advertising in the farm papers would bring the farmers into their stores. The merchant was glad to get the fine booklet material to distribute to his customers. The bright covers looked well upon his unaccus-

The Farmer is a Good Buyer of Good Clothes HOW WE WILL REACH HIM FOR YOU

The trade of the farmer is well worth having. This is a fact you can not consistently dispute. His trade is important. The farmer is not today consciously being reached by the city man from any point of view. Year after year, this fact becomes more apparent. His standards grow higher and he becomes more critical of what he buys, for he has more money with which to supply his wants, than ever in his existence. We intend to reach this desirable element of trade through the medium the farmer reads. No other clothing manufacturer has ever used the agricultural publications for ad-

vertising purposes, and we believe it to be the strongest medium of advertising for the purpose of reaching the excellent following of desirable clothes buyers. In matters of dress, the farmer is no longer content with anything but high class merchandise. He desires style and demands quality. The progressive retail clothing merchant who meets these standards and caters to the farmer with our kind of merchandise, will build his business to remarkable proportions. We will be glad to show you the Spring line if you will simply send a salesman to talk the matter over with you.

DAVID ADLER & SONS CLOTHING COMPANY, MILWAUKEE

HOW THE DEALER IS TALKED TO.

tomed counters, and gave his store quite a metropolitan air.

The farming papers used in this campaign are the *Orange Judd Farmer*, *Wisconsin Agriculturist*, *The Farmer*, *Farm, Stock and Home*, *The Dakota Farmer*, *The Breeders' Gazette*, *Wallaces' Farmer*, *Farmer's Tribune*, *Twentieth Century Farmer*, *Michigan Farmer*, *Farmer's Guide*, *Mail and Breeze*, *St. Paul Farmer*, *Farm Journal*, *The Stock Raiser*, *Farmer's Home*, *The Planter*, *Cattlemen's Record*, *Farmer's Guide*.

The Adler campaign proves that there is a good deal in a name. Although the Adler firm has been advertising for the past ten years, it was not until six years ago that Philip H. Magnus, the advertising manager, chose the name "Collegian" for the leading style. Since then the business has doubled, due in no small degree, Mr. Magnus believes, to the

The POST- STANDARD

continues to gain in both advertising and circulation.

Our net circulation is now a fraction under

**42,000
Copies per Day.**

Our gross circulation over

44,000 Daily.

This is about 50% more than that of our nearest contemporary, the Herald.

Not only do we carry more advertising than the other Syracuse newspapers, but local advertisers seem willing to pay the POST-STANDARD the highest rates (in many cases as much as from 25% to 50% more than is paid the Herald, and from 100% to 200% more than is paid the Journal) which is evidence that they consider the POST-STANDARD their leading newspaper and their best advertising medium.

PAUL BLOCK, Inc.

**Managers
Foreign Advertising**

New York Boston Chicago

name. It is the endeavor to make these clothes smart without being extreme. The ordinary man seems to like a few frills on his clothes, if they are not too pronounced. Far from "queering" the trade in the rural districts, the name has helped in a noticeable measure. Mr. Magnus is of the opinion that the country youth will go the city man one better in trying to wear smart clothes.

Nor has the name, "Collegian," alienated the brand from the patronage of the older men. Mr. Magnus says that there is a decided tendency among men to wear clothes that will make them appear younger.

The Adlers have spent a good deal of money in giving standing among clothes buyers to the "Collegian" brand. "Collegian" copy is appearing in the papers of about seventy-five of the larger cities. The daily selected is the one with the largest out-of-town circulation, so that in this manner again the farmer trade is reached. The number of small villages covered by this advertising in the central city dailies is very large. But to make sure that none shall escape a knowledge of the "Collegian" clothes, the dealers in the smaller communities are urged to advertise the brand themselves in their local papers. In order that they may do so effectively, they are provided with an ad book, wherein are ready-made ads, which may be torn out along a dotted line and given to the printer. They are provided with cuts.

To make perfectly sure that the advertising goes as far and as wide as possible, the Adlers use also the *Saturday Evening Post* and *Collier's*. Frequent big space, usually a page, in these mediums is deemed more efficient than a scattering of small ads through a large list of other magazines.

Mr. Magnus reports that as the panic approached and settled down blighting over the land in 1907, he did not lessen the volume of advertising. Neither did the business drop off, strangely enough, either.

Mr. Magnus explained it this way: "The retail merchant, of course, did not do the business he had been doing. But when he came to the point of dropping some line, he chose those lines which had no particular standing with consumers. Publicity had given a standing to 'Collegian' clothes. They were known; the other unadvertised brands were not. He, therefore, kept the 'Collegian,' and pushed them the harder, because he had fewer brands to push. He may have figured that if he threw out the David Adler clothes he would not be able to get them back after conditions had become normal. I confess even we ourselves were surprised at the manner we weathered that trying period. It was a forceful lesson in the wonderful power of cumulative advertising."

The Milwaukee clothing house furnishes the dealer with every known means of publicity, according to the advertising manager. He is supplied with not only a newspaper advertising guide, but with window cards, folders of every description, circulars for local distribution, posters, street car cards and even novelties.

"It's a long, hard road, this building up a national trade," said Mr. Magnus reflectively. "No concern should attempt it unless it has plenty of money, a lot of courage, a sense of foresight and a readiness to bear some headaches. But it is extremely pleasant after you have got your line moving from coast to coast."

In every Adler ad most of the space is given to a picture. "There isn't very much you can say about clothes," said Mr. Magnus, "except that they are good, fashionable and wearable. It is necessary to appeal to the eye. The clothing advertising stands almost alone, with this absolute necessity of giving up so much valuable space to the cut."

Commemorating its removal into new quarters, the Dayton, O., *Daily News* recently issued a special New Home edition which contained 210 pages and was a conspicuous piece of municipal publicity.

"The Breeder's Gazette is the Farmer's Greatest Paper."

W. A. HENRY, America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication. No name is continued on its subscription list after the period for which we have been paid has expired.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

This means that your advertisement, appearing in its columns, is placed before an audience of nearly one-half million readers.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high class business announcements.

Rate, 50 cents an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere, or address

THE BREEDER'S GAZETTE

358 DEARBORN ST., CHICAGO

OR

Wallace C. Richardson, Inc.,
41 Park Row,
New York, N. Y.

George W. Herbert,
First National Bank Bldg.,
Chicago, Ill.

Member Standard Farm Papers Association.

SEEING IS BELIEVING

ROBT. H. INGERSOLL

CHAS. H. INGERSOLL

ROBT. H. INGERSOLL & BRO.

MANUFACTURERS

NEW YORK

CHICAGO

SAN FRANCISCO

LONDON, ENG.

MONTREAL, CAN.

INGERSOLL and INGERSOLL-TRENTON**WATCHES**HOME OFFICE, 45 JOHN ST., NEW YORK, May 25, 1910.
CHI/N

Mr. William A. Wilson, Manager,
Sunset Magazine,
37 East 28th St., City.

Dear Sir:—

Referring to yours of the 20th, asking writer for his impressions gathered in a recent trip to the Pacific Coast, I am pleased to respond.

It is well for you to understand that these impressions are based on what I am almost ashamed to admit, namely, that this was my first experience west of Chicago, and therefore the unfolding of the western world was, in all respects, novel.

I first visited Mexico, and came up through Southern California, and stopped a week in Los Angeles, from where I visited all of the Orange Valley and surrounding country, and I will not resort to the use of superlatives in expressing my great satisfaction with all that I saw there.

It is apparent that all this country is doubling its wealth and population every few years, and that this represents not mere quantity but also quality.

I thought Los Angeles was the most marvelous city I had ever visited, in view of the statement as to its rapid growth, but when I got to San Francisco and saw what had been done there in two years, my imagination was compelled to stretch farther than I thought it possible, to conceive of the bare possibility of such accomplishment, and what limitless energy and capacity for work and expansion must stand behind it all, and so it was throughout my trip everywhere; signs of aggressiveness and accomplishments that I could hardly realize from my eastern viewpoint, where we have seen cities growing a hundred years with but little increase.

So, as I was coming back reading the *Sunset* in a Pullman, and remembering having seen and heard so much of it, I made a note for our Advertising Department to see that we were advertised on the Coast, as I now fully realize not only from what I have seen, but from what sales we have been having there of recent years, that we have no longer a provincial proposition to deal with, but a definite and substantial part of our American market to provide for in a regular way.

Trusting that this covers the ground of your inquiry, I am,

Yours very truly,

C. H. INGERSOLL.

To see and to know the conditions in this rich territory creates the desire to reach out for business in this section.

To know the conditions as they exist between the people of this section and *SUNSET* invariably result in the use of the advertising columns of this magazine.

Include *SUNSET* in your list of magazines this fall. Write now for sample copy and rate card.

SUNSET MAGAZINE

Home Office, San Francisco

WM. WOODHEAD, Business Manager

Chicago Office

L. L. McCORMICK, 120 Jackson Blvd.

New York Office

WM. A. WILSON, 37 East 28th St.

WRITING APPETITE INTO COPY.

THE HUMAN INCENTIVE TO EATING
—TICKLING THE PALATE WITH A
PHRASE—FAMOUS AUTHORS AND
SAVORY WORDS—SOME CURRENT
EXAMPLES, BOTH FOOLISH AND
FINE.

By S. H. Page,

Advertising Manager, Walter M. Low-
ney Co., Boston.

Most food advertisers are solving their various problems by other means than by appealing to the palate; while many are trying to be "appetizing" with dubious success. We all hesitate about using such copy because of the difficulties, and yet there are certain examples of effective "appetite copy."

Before beginning let us stop for a short invocation to Billiken, the god of good-humor, to preserve us, as far as is humanly possible, from trying to be satirical at the expense of others. It is easier to be amusing than to be helpful and the cheapest success is to make game especially when malice enters in. And may we be preserved also from becoming dogmatic. Writing copy is not an exact science and never will be. So long as human nature is as fluid, uncertain a thing as it is, advertising, like oratory, will be the *art* of persuasion. When taste is a large element in the result the effort is art not science. In fact, it is good evidence that copy-writing is an art when we observe how prevalent "knocking" is in advertising circles just as it is amongst painters and musicians. Let us amend the old saying—"there is no disputing about matters of taste." Where taste is there must be disputation also. And now having blundered into the bog of dogmatism which I wished to avoid let us get on.

WHY DO PEOPLE EAT?

Folks eat. We shall agree upon that. But almost immediately comes a chance for divergent opinions. Do people eat for pleasure, for sustenance, to stop the

gnawings of hunger and prevent exhaustion or merely as a habit? Without stopping to discuss so large a question let us assume that our extravagant, self-indulgent nation eats at least partly for pleasure. You would never suspect it from reading the bulk of the food advertisements. Grape Nuts is of the opinion that we eat in order to enlarge the lobes of the brain and thereby somehow make more money. Heinz thinks we choose our foods chiefly to avoid benzoate. The breakfast food folks and the coffee substitutes spend most of their space on considerations of health or the high cost of living. Kellogg dwells on the sincere flattery of his imitators. Armour spends a good deal of space on his spoons. Walter Baker until very recently has advertised his laurels rather than his excellent goods. Huyler is always engaged in Sisyphus' job of rolling his product to the top of the hill as "the best." And Necco hopes to impress on the consciousness of the public a seal which may some day grow into a salesman of five hundred lines of candy. Their separate problems are obvious enough to be understood. The product that is imitated tries to check imitation. The product that is pure wants the public to know it. But one notes also that there is very little serious attempt to write appetite into copy. In these days of pure food agitation the manufacturer very naturally turns to copy that is hygienic. Others use what is calculated to solve some special problem of competition or they offer some special inducement to the buyer.

Turning to those who have seriously tried to appeal to the palate there can be no hesitation in awarding the palm to Nabisco. In 1907 these wafers "coaxed the expectant appetite" and incidentally were "far more light and luscious, far more sweet and fairlike than April's blossom, the wild rose of June or autumn's peach." Such poesy almost justifies the joke from the Birmingham *Age-Herald*, "Who is the prosperous gentleman in the large touring

car? That is the poet-laureate of a well-known biscuit factory." But if this was effective copy why has Nabisco in 1910 come down to the prosaic work of furnishing receipts in which their wafers may be used and to assuring the public that serving these wafers with dessert is "the invariable rule with the successful hostess"? The reader pauses to wonder why he is so seldom invited to the tables of successful hostesses. In another direction this appeal reminds one of the foods that insist on being eaten three times a day or of the packer of baked beans who wants everybody to have a dozen cans in the house always, and eat nothing else.

Others who use epithets directed at the palate are Cailler's Chocolate, which is "rich, creamy, smooth, sweet and delicious." The Educator folks say that their "Toasterette is an Epicurean education in itself." Chiclets are "a tiny, firm morsel of delicious chewing gum enveloped in a dainty candy coating flavored by six drops of pungent peppermint." Cornlet is fond of the word "tasty." Others prefer "dainty." Rockwood says his cocoa is "enticing." Armour's Star Bacon "wakes up the appetite and stimulates digestion." Their products, it seems, come from "porcine aristocrats," a delightful phrase intended to appeal to the appetite, possibly of Emma Goldman.

THE VAGARIES OF GUSTATORY SUGGESTION.

Each reader can decide for himself whether he has profited much by reading such excerpts which may be found in any pile of magazines. Does he feel that the vocabulary of copy-writers is very rich in gustatory suggestion? He is more likely to feel that he understands why they mostly keep to the safer ground of appealing to the natural human desire for health, of emphasizing the ease of preparation for the table, as Jello does, or of cracking up their body-building or brain-building qualities.

Is it not plain that the English language rather breaks down un-

der the strain of directly describing the pleasures of the table? Delicious, appetizing; taste, flavor. Now, how go on? There are others, of course, but you will not go far. Soon you will have to resort to words preëmpted for other uses like "rich," "smooth" or derived words like "creamy," "spicy." Possibly there is an instinctive racial contempt for feeding as a fine art that has prevented the Saxon from recording words to express the sensations of tasting, chewing and swallowing. How express in a word the taste at the end of the tongue as different from the taste back towards the palate? Liqueur and beer, cinnamon and beef certainly appeal to different parts of the mouth. Can you describe without circumlocution the sensation or the teeth crunching on almonds? You suggest "crisp." This word leaves flavor out of account altogether, and since it also describes celery, lettuce, pie crust, fried bacon, pop corn, it has too little of precision to be vivid. Most words that have to do with eating are either worn to ragged edges like "delicious" or are not vividly suggestive or are tabooed on the score of good manners. Someone reminds me that we have no word in active use in English to correspond to the French "*savourer*," to consciously taste and enjoy the food in the mouth. We shall have to go without one until the Fletcherizers invent one for us. We lack words to describe the different agreeableness of drink and solid food. How will you go about it to describe the delightful chilling of the hot mouth by a sherbet? "Refreshing" describes the after-effect. It is not only true of the accomplished *gourmet* but also of the average person that a whole gamut of pleasurable sensations of taste are unprovided for by the language. The stimulating flavor of beef which comes only in the chewing and the indescribable flavor of clam bouillon which comes at once in the sipping have both to be described as delicious, so poor is our language in this province of expression. When one

canner of baked beans describes his as "nutty" and another as "cheesy" is it not evidence enough that language has failed them in their extremity? The copy-writer on a scanty equipment of permissible adjectives is between the danger of being too "mouth-watery" and over-stepping the bounds of good taste, or of being too rhetorical, thereby bringing ridicule on his goods.

FAMOUS AUTHORS AND "APPETITE WRITING."

Scott and Dickens, of all authors, have the reputation of best describing food. There is the description in "Ivanhoe" of the supper with the friar to which the Black Knight invited himself unbidden by his host. And in Dickens, besides much eating and drinking in the "Pickwick Papers," there was the remarkable meal at the inn participated in by little David Copperfield and the waiter. It would be interesting to look up these passages and see how the acknowledged masters got their results in writing appetite into copy. If it is to be a matter of memory I should say that both authors depended on enumeration rather than on description. It was the mere name of the venison pasty and its hospitable size, the variety and copiousness of the drinkables, together with a generous atmosphere of good cheer, that made the gentle reader hungry and thirsty. Perhaps Karo is following this lead when it echoes and re-echoes the cry, "Eat it on griddle cakes, hot biscuits, waffles. Use it for gingerbread, cookies, candy." The belief is firm that Karo is nearer the right road than some advertisers are. By enumeration of good things Karo appeals to the individual appetite, a universal as well as intimate and personal and powerful stimulus.

This spring two pieces of "copy" have appeared that are noticeably good appeals to appetite, all the better appeals because they are indirect. Curiously enough they both have to do with the humble tomato and the similarity between them is too striking to admit of coincidence but I do not know

In Troy

THE

Record

The efficiency and economy of advertising by industrial and commercial districts has already been well established.

In some centers of congested population it is often necessary to use two or more papers.

Troy and its sister city of Watervliet, and the towns of Green Island and Waterford is a one newspaper territory.

This thrifty and prosperous district has a population of 100,000.

THE TROY RECORD with a

Circulation of

22,414

Guaranteed

covers this magnificent field so thoroughly that the greater part of all other daily newspaper circulation must of necessity be duplication.

Troy and its immediate environs afford an exceptional opportunity for those who seek a quick and responsive market where the people by their skill and industry receive a steady wage permitting the gratification of their tastes and desires.

THE TROY RECORD
TROY, N. Y.

whether they are written in the same agency. Both are forms of "reason-why copy" and both are aimed at the appetite in the description of the materials used. They are about equally good but Campbell's is quoted here because it is briefer and for other reasons.

There are good reasons why Campbell's Tomato Soup is the most delicious you ever tasted. The finest tomatoes in the world grow right here in New Jersey almost at our doors. And we get the pick of the growth—large, solid, handsome specimens raised especially for us from seed that matures them evenly red-ripe. They are pulled from the vines in the cool early morning when at their best and brought directly to us and within five hours they are made into Campbell's Tomato Soup. We wash them in crystal pure water piped from bed-rock. And we strain out not only the skin and seeds but every vestige of the harsh core-fibre that grows in all tomatoes. We use only the pure meaty part and clear juice with all their natural flavor. That is why Campbell's Tomato Soup is so rich and creamy and has such a fresh, spicy relish and aroma. No one—not even you—could make such soup without these gardens right at hand; without our costly apparatus; or without our priceless formula. Money will not produce better.

Snider Tomato Catsup expresses the same ideas in paraphrases of the other. Their tomatoes are "sound and red to the core" grown in their "own vast gardens," "picked in the early part of the day still wet with the morning dew." They outdo Campbell in two particulars, however. Their tomatoes are "hauled to the factory in spring wagons to prevent bruising," a precaution that Campbell does not mention. And they are converted into ketchup within two hours as against Campbell's five hours, thus making the latter appear hopelessly dilatory. Both dwell on the purity of the artesian well water with which the fruit is thoroughly washed. Both descend to the questionable expedient of the superlative "the most delicious you ever tasted" and "the most delicious relish ever produced." But both are good "copy" and ought to make the public buy. Campbell's carries with it an especial tone of conviction and sincerity. And then there is that Chesterfieldian compliment, "No one,—not even you,—could make such soup without,"

etc. That must have sold a number of cases.

Compare a workmanlike job of this kind with the following attempt to directly write appetite into "copy" taken from an attractively arranged newspaper advertisement of the Riker-Jaynes stores: "The smoothness of the rich chocolate melting in the mouth, the alluring flavor of the dainty filling as it escapes its luscious brown jacket, the surprise of some unexpected combination of flavors will please the most critical candy connoisseurs." He was brave, that copy-writer. He seriously attempted to do what many would like to do if it were not for the difficulties. Somehow one doubts, however, whether his attempt succeeded with the candy connoisseurs and better than it would with advertising connoisseurs.

Is it not clear that the opportunity of writing appetite into "copy" is greatly enlarged if it is made to include the materials and their preparation as well as the finished goods themselves. The most that Snider can find to say about his ketchup is that it is "delicious." It would do no good to sprinkle the bottles with morning dew nor to haul them in spring wagons. But hear him describe the tomatoes "ripe to the core," "grown in vast gardens" and "washed in four sprays of fresh running water," and I will warrant that the next time the grocer offers you Snider's Catsup you will try it. On the other hand, the Riker-Jaynes man made a direct appeal to the reader's palate with a studied effort to be mouth-watery. Studied efforts seldom sound sincere. How shall we be persuasive and convincing if we do not even sound sincere?

So the main conclusion seems to be that it is not easy to write appetite into "copy" directly and be safe. Those with the most discretion avoid it and those few who attempt it succeed best where they treat it indirectly by suggestion or enumeration. And yet I have no doubt it can be done by someone with the proper discretion and just the right touch.



This story of successful advertising should be of especial interest, not only to national advertisers, but to all dealers selling advertised goods.

One of the nation's best known cereal breakfast foods

—a food made in biscuit form,—one which is eaten in the homes of the rich, as well as the homes of the workers, a food which is universally endorsed by physicians everywhere,—is advertised more extensively in the Associated Sunday Magazines than in any other advertising publication in the country. This company spends a half million dollars a year in advertising this vastly successful food. It uses full pages in color in the Associated and spends more money in the Associated each year than in any other single medium.

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

The Associated Sunday Magazines

One Madison Ave., New York. Record-Herald Bldg., Chicago

Issued every week co-operatively by and simultaneously as a part of the Sunday editions of

CHICAGO RECORD-HERALD
ST. LOUIS REPUBLIC
PHILADELPHIA PRESS
PITTSBURGH POST
NEW YORK TRIBUNE

BOSTON POST
WASHINGTON STAR
MINNEAPOLIS JOURNAL
DENVER NEWS-TIMES
BUFFALO COURIER

The Los Angeles Examiner **Mal**

Gains in Advertising

On January 1, 1910, The LOS ANGELES EXAMINER announced for the year then closing, the

Greatest Gain in Volume of Advertising ever made by any newspaper in the World.

The first six months of 1910 show a phenomenal increase over the great gains of the same period in 1909, further establishing the LOS ANGELES EXAMINER as "*the fastest growing, best producing advertising medium in the United States.*"

The increase in advertising is steady because the growth in circulation is consistent. Old advertisers are using more space and new ones are beginning with every issue.

Sunday Circulation **Mal**

"NOTHING SUCCEEDS **LIK**

Eastern Representative, M. D. HUNTON
Madison Square Building, New York City

Printer Makes Sensational

The First Six Months of 1910 show an increase of 76,021 inches (3,801.05 columns) over same period last year.

Every Month Shows a Significant Gain!

	Local Display Inches	Foreign Display Inches	Classified Inches	Total Inches	Total Columns
January .	9,766	1,804	18	11,588	579.40
February	10,133	2,454	*60	12,527	626.35
March .	9,397	1,228	1,629	12,254	612.70
April . .	13,143	1,065	952	15,160	758.00
May . .	9,618	1,638	1,706	12,962	648.10
June . .	8,946	1,148	1,436	11,530	576.50
Total Gain,	61,003	9,337	5,681	76,021	3,801.05

*Loss.

ion More Than 100,000

EDS LIKE CIRCULATION "

Western Representative, W. H. WILSON
1409 Security Building, Chicago

HOW MEMPHIS ORGANIZED AND PLANNED ITS BIG CAMPAIGN.

SPECIAL EMPHASIS LAID UPON PREPARING THE LOCAL MIND FOR THE CAMPAIGN — DISSECTING CITY'S ARGUMENTS FOR PURPOSES OF COPY—MEDIUMS USED.

By William Clendennin,
Of the Nelson Chesman Agency, St. Louis.

Municipal Publicity is rapidly settling to scientific basis. The day of the glittering generality, the buoyant and complacent claim of advantageous site and situation minus the brass tacks of demonstration, has passed.

The advertising of a municipality is analogous to the advertising of a department store in that the varied and manifold phases of the question, though they interlace and cross each other, nevertheless constitute separate and distinct concepts from the viewpoint of the expert who prepares them and the sharp, keen business man who is to analyze them from the other side of the fence.

Kansas City was the first to launch an advertising propaganda in obedience to this method and following these tactics. Now comes the City of Memphis and improves, amplifies and enlarges upon the plan; adopts new methods in the raising of the advertising fund, pursues a new policy in the preparation of the data and the comparative statistics, sweeps by a new route to swift execution of the whole, and gives assurance of the absolute reduction of the problem to sane and sensible *quod est demonstrandum*.

Unlike any other similar campaign, the leaders of the Memphis movement set about it quietly and deliberately, not abruptly, nor spasmodically. In the language of Judge A. C. Floyd, of Memphis, chairman of the Advertising and Press Committee of the Business Men's Club: "We approached the question unlike any of the other commercial organizations of the country. We

did not try to stampede the community. We began by preparing the public mind, by inserting in the local press from time to time references to the advertising activities of other cities, the advantages accruing, and the need for the business men of Memphis to get together and do likewise. The newspapers began to take it up, devoting more and more space as time passed. Speakers were invited to address the Business Men's Club, men who had had actual experience with equivalent propositions and who were presumably better informed upon the *rationale* of such ventures than the average advertising man could be expected to be. These speeches were published in the Memphis newspapers. The matter became subject of common conversation and comment about town. Bankers, manufacturers and merchants discussed it. The iron was getting hot. Then the Club issued a call for a mass meeting. A speaker was imported specially for the occasion and presented a stated plan of procedure, laying out the scheme so to speak, but in articulated form, step by step.

Industrial Commissioner James S. Warren, in conjunction with the committee, published and issued a statement and explanation of the proposed action, enclosed blanks for subscription, and these were sent by mail to over one thousand business institutions of the city. A central committee set to work simultaneously canvassing in person the leading business houses. Many of these volunteered to assist and co-operate, with the result that the committee of solicitation was gradually enlarged and increased as the movement proceeded. In other words, the soliciting was done and the results accomplished upon an ascending scale, so to speak; a gradual projection on the theory of the increasing diameter of a circumference. There was no crossing and re-crossing, checking and counter-checking by central committees, special committees, flying squadrons, old guards or anything of the sort.

It was a progression, a natural increase of momentum without any of the jerk of previous municipal campaigns. More rapidly than ever before in the history of such movements the full fund of \$50,000 was raised.

Leading advertising agencies of the country competed for the prize, submitted plans and propositions for the intelligent and productive expenditure of the fund. The contract was awarded by the Committee of Forty to Nelson Chesman & Co.

Then came the tug-of-war upon which must inevitably depend the successful issue of the movement. The experts employed resorted to some new stunts. Memphis was dissected and analyzed, industrially, commercially, morally, educationally, residentially. Memphis wanted factories. What factories? The Memphis relation to certain and specific lines of factory production was examined and gone into exhaustively. Four questions were asked and four committees were summoned to answer respectively. For instance, four questions were asked for the purpose of eliciting specific data illustrating Memphis' advantages for the manufacture of furniture, thus:

Has Memphis the raw material, in what quantity, where located, how reached, and is such raw material the variety or varieties in greatest demand for the manufacture of furniture? How does this advantage compare with the advantage of Grand Rapids, Jamestown, N. Y., High Point, N. C., Michigan and Wisconsin cities, Pennsylvania points of production, Chicago, Cincinnati, etc. Twenty cities engaged in the manufacture of furniture, competing points were selected as the basis of comparison. One committeeman went to work upon this alone.

What is the Memphis market and territory for the selling of furniture? Within what area of the United States can Memphis command and dominate the situation as against all other of the twenty competing centers of furniture manufacture? What is the character of this market? Is it a growing buoyant market? Is it a prosperous and able market financially? What kind of furniture has the call in such market? These questions involve the fundamental consideration of transportation and traffic facilities. Under the supervision of the Memphis experts a new method of illustrating comparative market advantages and freight facilities was evolved. A series of companion



The City of Binghamton, N. Y., has a little over 8,000 water meters. It's a pretty safe basis for estimating the number of homes in the city.

THE BINGHAMTON PRESS circulates 21,000 copies daily, over 9,000 of them going within the city limits of Binghamton. 11,000 of them go into Binghamton and connecting suburbs, Lestershire, Endicott, Union and Port Dickinson. Eighty-nine per cent of the 21,000 go within the 40-mile radius.

If you want to reach the people of Binghamton, or people within the Binghamton buying district, your course is clear.

Use THE BINGHAMTON PRESS.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

maps was prepared: the one upon the left hand showing in colors the position and extent of the supply of the raw material contiguous to Memphis, a special expression was drawn from the United States Government Department of Forestry substantiating the fact that Memphis is the center of hardwood lumber not only in the United States but in the world. The map upon the right hand and opposite the raw material map Memphis presented the companion market-map picturing at a single glance Memphis' control on a traffic basis of the entire South, Southeast, Southwest, and its parity with all the other twenty cities on the Pacific Coast. This in its turn was the work of one committee.

The next question was, What is the cost of production in Memphis? The cost of labor, the character and abundance of that labor, the prevailing average wage scale, etc., as compared with the twenty cities? What is the cost of fuel and power in Memphis as compared with the other twenty cities? These and other questions growing out of them constituted the commission of yet another committee.

What are the distribution facilities and advantages enjoyed by Memphis as compared with the twenty other cities—in the matter of belt lines, maximum switching charges, the quick movement and disposition of outgoing freight, the co-operation of the railroads connecting with the belt lines, etc., as compared with the other competing cities. This question involved necessarily a consideration of Memphis as a distributing and jobbing center. This was the work of another committee.

The "committee idea" was originated and developed by Nelson Chesman & Company, and the rapidity with which the data concerning the city has been gathered and brought into line for use in the advertising, in the booklets, and in the special briefs and the follow-up, is the best evidence of its successful strategy.

In one month Memphis has discovered itself as it has never been discovered before. The business community of the city stands amazed before the remarkable array of facts and figures, and indeed as one of the big ones of the town puts it, "Memphis is literally supported and upheld upon solid columns of facts and statistics."

The whole Memphis investigation was based upon the theory and the practice of comparative data. No reliance whatever was placed or had in special pleading of any kind. Every statement made and every argument advanced was founded absolutely

upon the truth, and each truth in turn forced into the limelight of contrast as against each and every one of the other competing cities.

This was the process in the one line of furniture manufacture alone.

The same idea and the same method governed the preparation of the Memphis case in each of six other lines in which Memphis is an active candidate for factories, such as cotton mills, factories for the manufacture of the by-products of cotton, brick, concrete, canneries, etc., etc. In the series of special briefs addressed to each of many special lines of industrial activity, the same general plan of illustrative comparative maps has been applied.

By way of digression, one singularly interesting fact was brought out in the Memphis campaign. Which is of more value to a city, a little factory employing twenty men, or a convention of a thousand delegates sojourning for three days? The factory: why? Twenty men living in Memphis and working there 365 days in the year are equal to a convention of 7,300 men, or 3,600 men for two days—and every dollar that the factory operative spends is spent in Memphis; his home is there, his life is there, his hopes are there. He is a permanent and potential asset of the community, a citizen, a builder—whereas the convention delegate is "here to-day and gone to-morrow."

On the publicity side the City of Memphis will use certain of the magazines, and contracts have already been awarded to such leaders as *Success Magazine*, etc. One great trade journal, *The American Lumberman*, has been placed upon the list. *Everybody's Magazine*, *World's Work*, *Scientific American*, *System* and others will be employed as media, and the major portion of the appropriation will be held pending results in each of these.

The Gardner Agency, St. Louis, is placing copy in the West for Cotley College, Nevada, Mo.

You Will Reach Over Ten Thousand Dealers

as well as 125,000 of the Best Farmers in the South
if your ad appears in the

Southern Ruralist

ATLANTA, GA.

This fact will make your advertisement most
effective in our paper.

Let us tell you why these merchants subscribed
for the Southern Ruralist, and who and where
they are.

Display Advertising Rate

50c per line, \$7.00 an inch each insertion.

Classified or want column five cents a word,
CASH with order.

Beginning Sept. 1st, 1910, regular line rate will be
charged for page copy on back cover position.
Special page rate of \$325.00 for inside pages only.

FORMS CLOSE 10 days previous to date of
publication.

All advertisements subject to our approval. Or-
ders stipulating position not accepted.

SOUTHERN RURALIST

20 South Forsyth Street, Atlanta. Ga.

Chicago Office: TAYLOR & BILLINGSLEA, 626 1st National Bank Building.
New York Office: CHAS. H. HOPKINS, 150 Nassau Street.
St. Louis Office: A. D. MCKINNEY, 3rd National Bank Building.

As an Advertiser
You should look into—
THE BUTTERICK TRIO:
The Delineator, The Designer
New Idea Woman's Magazine

With an non-duplicating circulation
 of 1,377,087 copies per month.

(Actual average for past year)

As a Merchandiser for the Manufacturer, the Butterick Trio holds a field peculiar to itself—unique—powerful—without competition.

No less than 15,325 Retail Merchants sell one or another of this Trio of Magazines over their counters.

These same 15,325 Retail Stores,—including the Big Department and Dry Goods Stores,—also sell over their counters practically **Everything that is Advertised in this Trio of Magazines.**

Hundreds of Thousands of Women—heads of families—spenders of the family income—thus buy in the same stores not only these Magazines, but also the Goods they advertise.

This unparalleled combination is all for the advantage of the MANUFACTURER who happily seeks a market through this Trio of Magazines.

The Butterick Trio—
The Merchandiser

“Read, Loaned, Worn Out—but Never Thrown Away

F. H. RALSTEN
 Western Advertising Mgr.
 First Nat'l Bank Bldg., Chicago

Robert Frothingham

BUTTERICK BLDG., NEW YORK

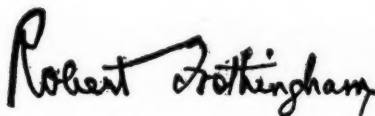
Everybody's Magazine

The magazine of Editorial PUSH and Advertising PULL.

Editorially *Everybody's* is famed for its progressive, energetic, virile backbone. It is recognized as one of the very strongest forces in the whole publishing field.

In Advertising it is called the "Result-Giver." Proof? For nearly four years it has led all the standard magazines in the amount of business carried. For nearly two years it has carried an average of 27 pages a month more advertising than any other of its class.

Interesting advertising information about *Everybody's* is yours for the asking.

A handwritten signature in cursive script that reads "Robert Frothingham". The signature is written in dark ink and is positioned above the typed name and address.

Spring and Macdougall Streets, New York.

W. R. EMERY

Western Advertising Manager

1115 Marquette Building, Chicago, Ill.

WHAT MAKES GOOD DEPARTMENT STORE ADVERTISING?

THEORIES OF NEGLIGIBLE VALUE—NEED OF SACRIFICING "FINE WRITING"—MERCHANDISING KNOWLEDGE—BARGAIN ADVERTISING AND SERVICE — ADDRESS AT COMMERCIAL CLUB, PHILADELPHIA.

By R. H. Durbin,

Advertising Manager, Strawbridge & Clothier, Philadelphia.

There has been so much said on the subject of advertising, so much repeated and rehashed, so many stories told and retold of advertising failures and successes, that almost anybody can acquire a theoretical smattering that will enable him to give a lecture or even write a book, with general and particular instructions as to how to get results. He may be able to discourse intelligently upon the subject without having had any actual experience in the real work, or tell you just how to win by applying the principles of psychology, and utterly fail if given a real opportunity to apply those principles.

Poor Richard tells of a man who could name a horse in nine languages and then bought a cow to ride upon. A man may know law, but must also know men to be a successful pleader. Book knowledge of materia medica with no faculty for diagnosis won't make a doctor. He may talk of appendicitis in nine languages and yet fail to find your appendix with his scalpel and get away with it.

To make an advertiser through books or a correspondence course alone would be like making a physician without the clinic, the quiz or dissecting table.

Theories work out very beautifully, but the way to get to the bottom of things is to dig right down alongside of them.

I have learned through reading that to successfully advertise breakfast foods and automobiles and several other things requires genius. But advertising a department store is very simple. All you have to learn is what not to say.

It is easier to be smart than sane in advertising. I have cut out hundreds of clever phrases—and the older I get the easier it is to do this. And I have sacrificed these gems of thought more frequently because I have believed them an actual deterring influence on sales than because of their merely unnecessary use of space. (Of course, you know that the old saying that talk is cheap does not apply to newspaper advertising.) I have read articles in the advertising journals in which advertising men have claimed that they had to know as much about the merchandise as the department buyers themselves. I need not tell you how absurd that is when I say there are forty buyers in a large store who have spent their lives in learning the merchandise in their respective departments.

But the ad man must know *something* about all classes of goods—the more the better—and have a sense of comparison which experience develops into an almost intuitive knowledge of relative qualities and values.

I could not suggest any set of rules further than these: Know your store, its policy, guiding principles, its ideals; absorb its atmosphere; be thoroughly imbued with its spirit; sink yourself into its individuality. I am assuming, of course, a reputable store, whether catering to the higher, medium or lower class.

Know your store, and know your public. And, whatever the class to which you would appeal, be truthful, be clear, be concise without meagerness of description, stick close to the merchandise. Write every word with the thought of *selling goods*, but at the same time you must feel in your very marrow that no word you have written is misleading, and that the goods offered will give satisfactory service.

I have said the sole aim of the advertiser is to sell goods, and, in the last analysis, that is true; but not to sell goods to those who do not need them. The spirit of the thing should be simply to give information—information attract-

ively set forth—that's what advertising is. In fact, space is frequently given up to general information—regarding fashions and new things, for example—which is not expected to bring immediate returns commensurate with the cost of the space.

It pays to be honest, and I believe most store advertising is honest. There are exceptions, of course, and untruthful advertising can successfully appeal only to the less intelligent classes—what is called "cheap" trade. Intelligent shoppers of the great, progressive, thrifty, middle to better class of people—the women in the households of the well-to-do workers of the world know goods, know values, and can't be fooled, as a rule. Most store advertising is aimed at the mind and heart of intelligent womenkind, because women buy perhaps 90 per cent of the goods sold in department stores. Of course, it is often said that men are less susceptible to the appeal of advertising—especially of bargains—than women. I doubt the truth of that. The only difference is that a man won't admit it. But the woman does the buying while the man is hustling for the wherewithal.

I have been asked why so much space is given to bargain advertising—and whether the bargains are genuine or not. The question regarding their genuineness it seems needless to answer, since I have said we are now discussing reputable stores. A great deal of space is given to advertising bargains because advertising is news, information of goods at less than the market price is *good news*, and in a store which counts its stock on hand by the millions of dollars, many lots turn up every day which, for one good reason or another, are offered at reduced prices.

First, let us touch briefly upon the numerous things from the store's regular stocks sold for less than they were intended to bring. No buyer living can gauge precisely the demand for a certain article, and this difficulty increases in proportion to the variety of styles or designs or sizes neces-

Original, optimistic, vigorous, alive—Human Life tells more in a minute about real human people in its quick, illuminating way than an hour's reading elsewhere would give you. It's a live-wire magazine for live-wire people—people who know—people who think—people who do things—the strong-minded, broad-thinking Great Human Life Clan. Its vivid, clear-cut, open style makes it easy to read, easy to remember, pleasurable. It's the "Value Received" kind of a magazine.

Human Life
THE MAGAZINE ABOUT PEOPLE

A D V E R T I S I N G
D E P A R T M E N T
B O S T O N
N E W Y O R K
C H I C A G O

sary to be carried. A large store can show you more than 30,000 different styles of dress fabrics by the yard; 500 different numbers in women's suits, as many in coats, and hundreds of different styles of shoes, stockings, waists, handkerchiefs, and dozens of other lines I could mention. Some styles do not "take" as well as others, and the slower ones will be sold quickly at a loss. Lines become broken in assortment of sizes or colors, and the price perhaps cut to half. Entire lines or classes of goods may lag on account of unseasonable weather, and the modern merchant rushes them out at less than cost.

Good service requires ample quantities. It is better to err on the side of too much than too little. Thus it frequently happens that considerable quantities of entirely desirable and seasonable goods are closed out at lowered prices.

Most interesting and most numerous of the bargains, however, are those which come to the store as bargains—merchandise upon which the merchant makes some profit, even at very much below prevailing prices. The reasons which prompt the manufacturer to sacrifice profit are similar, of course, to those which influence the merchant—lack of prescience in providing the exact needed quantities beforehand. The difference is that the store seldom has to sacrifice great quantities in any one line, while the manufacturer's entire operations are confined to one line, and that often means large quantities to be turned into immediate cash.

A clothing concern making hundreds of thousands of men's suits each year may have to give to one large retail store a thousand at a loss, such loss reducing the percentage of profit on the entire output to a scarcely perceptible degree, at the same time giving the retail store's customers exceedingly attractive values. This is going on all the time to a greater or less extent, depending upon general market conditions or requirements of individual expediency.

Occasionally these purchases of surplus stocks are very large—such single lots as these bought for quick turnover at far below market values: 45,000 women's waists; 2,000 dresses; 11,000 men's straw hats; 36,000 pairs of one kind of gloves; 3,000 pairs of one style of corsets; 100,000 yards of embroideries and twice as much of cotton dress fabrics; 2,000 fountain pens. And such lots, through newspaper publicity, are usually disposed of in a very few days. In one day 5,000 inexpensive safety razors were sold. I wonder, by the way, if those who were influenced by that advertisement were men or women!

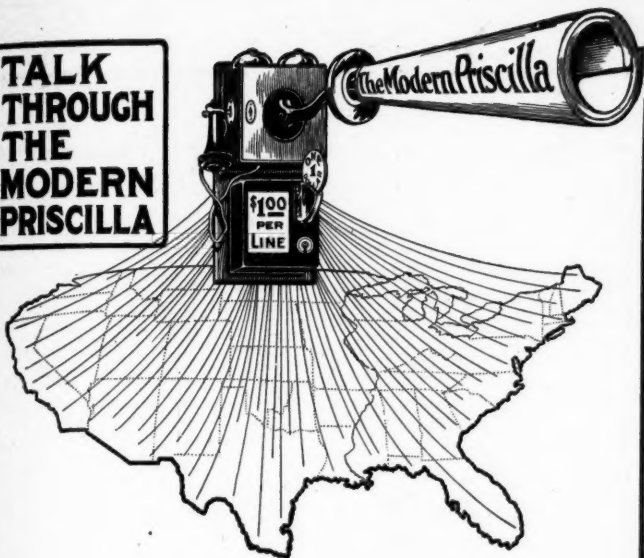
Now, with so many opportunities for saving money to offer the public, by a store of known reliability, the mere presenting of the facts should be very easy. The merchandise managers have already done the whole trick. Yet I may say the number of people attracted depends largely upon the wording and display of the advertisement. I have come to the conclusion that experience, practice and studying results gradually develop skill in constructing special sale advertising with some certainty of drawing crowds.

Announcements of openings of new goods, without a word about price, attract hosts of readers and visitors, and, of course, the store depends upon the sale of regular goods for its profit. At certain seasons news of regular goods is of more importance, and it is very pleasant to see a throng brought in without any price inducement.

Nevertheless, growth comes through advertising special prices more than through any other means to that end. *Service* is more important than advertising itself, for customers who come for bargains alone are not worth having. The profitable customer is the one who believes—aye, *knows* that your store is the best store.

Oklahoma City entertained Ellis L. Howland, advertising manager of Kellogg's Toasted Corn Flakes, June 23d. Mr. Howland addressed the Ad Club on the subject "Advertising from the Viewpoint of the Manufacturer."

**TALK
THROUGH
THE
MODERN
PRISCILLA**



Over 200,000 Stations

The PRISCILLA "phone" is in fine working order these days—better than ever.

Through its far-reaching connections new advertisers are getting in touch with women in all parts of the country in a way that surprises and delights them. And old advertisers are repeating satisfactory experiences of previous years.

PRISCILLA readers have come to appreciate the fact that whenever they answer a "call" there is a reliable advertiser on the other end of the wire. Hence many answered "calls," and a steady increase in advertising—a *third more in August 1910, for example, than in August 1909.*

It costs you only \$1.00 a line to get "connection" with over 200,000 first-class American homes—to reach the buyer for each household.

Our next closing date is July 20th—for September, the *first fall issue.* And then comes the *October* closing date, *August 20th.* Don't miss these splendid Autumn numbers.

THE MODERN PRISCILLA

A. J. CROCKETT, Manager of Advertising

85-87 BROAD STREET, BOSTON, MASS.

Chicago Office: 112 Dearborn Street
W. T. Diehl, Manager

New York Office: 150 Nassau Street
F. M. Krugler, Manager

Next Season Push Hard For Pacific Coast Trade

There's business now awaiting you out here in this grand old land of progress and prosperity. All that's necessary is to go after it energetically and keep after it persistently. The market is big and growing. The people have made money and are making more. From every viewpoint, this is an ideal section in which to **sell goods**—and you can positively prove it by placing the

Seattle Times

on your list of mediums for next season. The Times is the fastest growing medium in the fastest growing market in the world. The Times has a circulation so large in proportion to population that exaggeration would be absurd. "The truth about the Times is good enough." Circulation:

Daily, - - - 64,284
Sunday, - - 82,644

The Times carries far more advertising than any other newspaper in this section. Total for June, 1,036,000 lines. An increase over June, 1909, of 58,380 lines.

See that Seattle and the Times are on your list next season.

TIMES PRINTING CO.
SEATTLE
WASH.

The S. C. BECKWITH
Special Agency
Sole Foreign Representatives
New York Kansas City Chicago

THE PUBLISHER AND THE ADVERTISER.

NEED FOR MORE ACTUAL ALLIANCE AND BUSINESSLIKE CO-OPERATION TO SECURE RESULTS—MANY NEW ADVERTISERS READY BUT UNCERTAIN—WHY A GUARANTEE POLICY WOULD HELP.

By Alfred Paschall.

Advertising Manager, Sharples Separator Co., West Chester, Pa.

Each publisher can and should know his subscribers better than anyone else.

Dependent on this knowledge and acquaintance hinges every successful advertising enterprise in such publication. Hence there must be intimate relationship and co-operation between publishers and advertisers, for the complete success of their business interests, and back of that for the broadest service of producers and consumers also.

Both publishers and advertisers will very generally say they are now co-operating—so they are, in a way. The publishers offer unlimited information as to their mediums, their extent of circulation, the territory in which they circulate, and even some details as to many individuals among their subscribers. They also furnish statistics to show the wealth of the communities and their buying power, and testimonials from advertisers to show good service.

Yet these things are general. No doubt they are good, but they are not conclusive proof that satisfactory service may be had for something new and different, by following any definite plan.

Advertisers may have experience in judging mediums and much skill in preparing the copy. Yet a new proposition is an entirely uncertain undertaking. Certain definite information leading to assured satisfactory results, is to be had only by experiment. The experiment costs money. The advertiser must pay if he wants to know whether any publication can serve him. This he doesn't quite like. He is anx-

ious to spend money for results, but hates to pay out in experiments.

ADVERTISERS READY, BUT LACK CERTAINTY.

The present situation therefore sums up that there never was a time when there was more money aching to be spent for good advertising than right now. There never was a time when the spenders of this good advertising money, anxious as they are to spend, were more Missourian in their feeling as to the individual publications.

Advertisers know there is good money as well as sound principle in general advertising. Every man subscribes to that faith. Yet universally each is in doubt about each individual publication, and feels that he cannot know what he wants to know, nor get what he desires to obtain, except by practical experiment, at his own cost.

There seems to be a missing link in the certainty of an effective advertising campaign, which once supplied would be directly and immediately profitable to advertisers and publishers, and incidentally and indirectly, to a far greater degree, to the men who produce and the classes who consume.

To get together is one of today's important problems in advertising, alike for advertisers and publishers. As it appears to me, this one link that is missing is in the sufficiently accurate knowledge, on the part of publishers, as to their readers which would enable them to practically guarantee their service to advertisers. This knowledge ought to be in the possession of the advertising man of each publication. He should know his readers sufficiently well to realize and declare what they want, what they need, what are their interests and tastes, what prices they can and will pay, what will serve them. These things are to be studied and known, by and through the editorial side of the publication, by correspondence, by mingling with the subscribers, by study of their interests, by meeting them

in their homes and business places. Such information can practically and accurately be had. When definitely obtained such knowledge is certain and the publication can positively advise an advertiser as to appealing to its subscribers with assurance of response. Another big thing the publishers can do, I believe should do, is to guarantee their service to advertisers.

A GUARANTEE POLICY BY PUBLISHERS.

Guaranteeing goods is the business policy of to-day. Everybody buys under guarantee, and he who cannot guarantee cannot sell.

Given the acceptance of the publisher's advice as to appeal and its presentation, why should not the advertiser expect a certain result? If the publication will yield such return, why should not the publisher assure it? If the publisher cannot assure what he offers for sale, why should the advertiser buy?

I know what publishers say about the impossibility of such guarantee, that advertising space is not a material commodity to be measured and weighed, that it's different from merchandise. Yet, after all, isn't it merely the negative condition that advertising service has not been guaranteed, rather than that it cannot be assured, that makes it different?

So many changes have come in publishing, radical changes, important changes, profitable changes, for the good of advertiser and publisher alike, that it is scarcely safe to say there is any thing which may not come. Guarantees of advertisers to readers, barring out objectionable advertisements, subscriptions in advance, clean reading columns, and other improvements are here within the recent past. All have advanced publishers. All have aided advertisers.

Why not a step further, and guarantee subscribers to advertisers? Fix the ratio of returns to investment for each enterprise, at a safe and reasonable figure for both parties; get the publisher's judgment on the advertiser's copy as adapted for his audience.

Then why not a publisher's guarantee in return for advertiser's money? Why should an advertiser spend for what he cannot get guaranteed?

And if such conditions were existent, can any one doubt there would be more money for advertising and quicker and freer spending for advertising space? The money now aching to be spent would be disbursed freely. It would be assuredly profitably spent. Advertising managers would not hesitate; they would be prompt in taking on new mediums. Few solicitors would go away empty handed.

And to meet this twentieth century advance in advertising enterprise the co-operation of publishers and advertisers is the only necessity. Some difficulty in the way? No; really but little. A closer relationship of those most interested; a squarer deal than the past has known; a truer recognition of the identity of interests; co-operation of publisher and advertiser, not for to-day or this season only, but for the future as well as the present.

The future's expanding business will be built on brainier ideals than to-day's. Better profits will go hand in hand with better service.

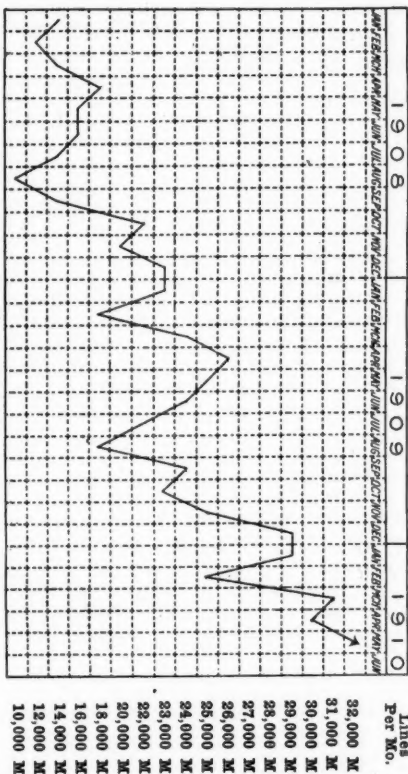
Co-operation and reciprocity will win by and by what present conservative customs don't even guess at.

Good faith, good information, getting together will open joint business enterprises which can only be realized by team play methods of carrying on advertising campaigns, in which those most deeply and directly interested shall pull in double harness.

Advertisers must take publishers' judgments of the audiences and the most expedient methods of reaching them. Publishers must so well know their audiences that they can advise the advertiser positively and promptly, and guarantee their publicity service. The full measure of such co-operation will mean sure and continued success, expanding in cumulative manner as time goes on.

CONGRATULATIONS!

LIFE'S
 circulation
 July 1908
42,000
 per issue.
 July, 1910
108,000
 per issue
and Growing



(This period shows Life's Advertising growth in two years.)

This issue of Printers' Ink celebrates its twenty-second anniversary. This week completes my second anniversary with LIFE. During these two years LIFE has increased from 42,000 up to 108,000 circulation per issue and from 10,000 lines up to 32,000 lines of advertising in a single month. Thanks for your congratulations. You say you will include such a live proposition on your coming list? Thank you again. And if we do not treat you right just telephone, write or wire. George B. Richardson, Advertising Manager, LIFE'S Happy Shop, 31st St. West No. 17, New York. Western Manager, B. F. Provandie, Marquette Bldg., 1204, Chicago, Ill.

INTERESTING THE SMALL MERCHANT.

THE FALLACY OF THE FEAR THAT SMALL DEALERS WILL BECOME COGS—DEALERS NOT SO KEEN ABOUT TERRIFIC BOMBARDS OF ADVERTISING—CLOSER AND MORE INTIMATE HELP NEEDED—PART OF ADDRESS AT CENTRAL DIVISION AD CLUB CONVENTION, MILWAUKEE.

By Louis Henry Martin,
Advertising Manager, Globe-Wernicke
Co., Cincinnati.

The small merchant to-day has a vague impression that there may be some truth in that prediction of De Weese, that the retail merchant will ultimately become a mere distributor of labeled goods—a cog in the intricate machinery of modern commercialism where his store methods, his goods, his profits, the very limits of his territory may be controlled by a system strong enough to strip him of his individual rights to transact business, except according to the prescribed rules that the manufacturers see fit to dictate.

More than just once or twice have magazine representatives suggested to me the great possibilities of page and double page spreads to enthuse the dealer—and I quite enjoy at times observing the volume of their concentrated enthusiasm juttied out by the expert salesman for space in wholesale quantities, as compared with the nonchalance of the dealer when the same proposition is put up to him.

"His eyes do not sparkle—his nails do not shine—his ears do not tingle—he simply doesn't mind much one way or the other what you do with your money. If you want to blow it in in a manner that appears to him as an extravagant waste—all right, go ahead, he says."

The publisher can sit on the bank if he wants to, and applaud your efforts in attempting to interest this merchant, who may or may not go under water depending on your individual encouragement and ability to help him see the light—as you see it.

Yes, there's the rub—he wants to be shown. The retailer assumes about the same attitude as a purchasing agent, which he really is.

Did you ever read one of those "Our liberal policy ads" in a magazine, and then go and interview the purchasing agent of this same advertiser, with a view of making a sale? Well, if you really want to know more about that wonderful liberality, don't be satisfied with the views of the advertising man, but strike a fair average by getting acquainted with the purchasing agent, and then you'll get nearer to the view point of the retailer.

He's purchasing, too—and his bread and butter—and his insurance and his rentals and his taxes must come out of profits on sales from his limited territory, and not from the savings created by the possibilities which capital can place at the disposal of a shrewd purchasing agent.

The average magazine and newspaper man thinks in hundred thousands these days. He has been trained that way by his circulation manager, and, consequently, but through no fault of his own, fails to appreciate the many little problems that harass the small merchant.

And if the advertising manager compels the magazine publisher to submit the minute details required by the purchasing agent, if he bought space as the latter buys lumber, glue, nails and fuel there might be more respect from those very people whose attention we are so eager to engage in this all-important subject of advertising for our enthusiasm after being tempered by some business sagacity.

Why, it is only within the last week or so that the advertising manager of a Western farm magazine told me, in profound seriousness, that he believes, from the statistics he has gathered, that his particular medium would be profitable for Knox and Stetson hats—that the farmers had so much cash on hand that they were buying and insisting on \$4 and \$5 brands, and since that was the

condition of affairs out West, they were the logical buyers for our goods. I agree that financially they were, but think of buying space to advertise our furniture—because Kansas farmers were all wearing Knox and Stetson hats!

Well, if the awful significance of big figures in circulation and advertising cost fail to impress the small merchant, how can we lure him to a correct realization of its value?

A FLANK MOVEMENT ON RETAILERS.

Without his co-operation we must of necessity increase our cost of distribution. Let us secure our desired object—closer affiliation in promoting business with Mr. Small Merchant, by a flank movement, say, interesting him in the subject indirectly.

For example: How many of us lost the opportunity of creating an interest in a window display of our particular product, by inviting the attention of the merchant to the article in the March 12th number of the *Saturday Evening Post*, by A. W. Rolker, entitled "Selling Goods by Show Window?"

We could disarm the antagonism of this merchant who believes that all of our motives are entirely selfish if we but took the time to drop a friendly, informal sort of a note—somewhat after the style in which a magazine advertising man writes, say, like this:

MESSRS. FEAR, FIXEM & SOAKEM:—

The other night I happened to run across a story in the *Post* about a silent salesman that contained so many clever suggestions that I said to myself, "Now our Danville agents are just the fellows who would appreciate that store talk, and, for fear they might have missed it, I am going to send them a marked copy."

If you have already enjoyed the anecdote of the New England Druggist who put a crude picture in his window, showing a grotesque outline of a man drinking Soda Water over the lines,

"I can't draw pictures for Sour Beans, But I can draw Soda to beat the band."

and the other good stories that tell us how original show windows wipe dull seasons off the map. I know that you'll also want Charlie and that new salesman to read it. So be good enough to pass it around and if you ever want any assistance in window decoration for our line—(your line needs the



Birmingham, Alabama, is a greater city every day. Its big afternoon newspaper, THE BIRMINGHAM LEDGER keeps pace with it.

The *Washington Herald* says:—"THE LEDGER'S success has been remarkable, even considering the fourteen years of conscientious work put into it."

The *Houston Post* says:—"THE LEDGER is a going proposition in one of the greatest of Southern cities."

The *New Orleans Item* says:—"The whole South is proud of the THE BIRMINGHAM LEDGER. It is leading evidence of the greatness and substantiality of the Birmingham district."

The *Richmond News-Leader* says:—"THE LEDGER is regarded as one of the best and most influential papers in Alabama."

Are you listed up right in Birmingham?

Better look it up.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

decoration all right, I hear you thinking), we may be able to put one over the Shower Bath Girl talked about in the same story.

I only wish our advertisement in this same issue might loom up as well as your show window—there is where you frequently beat us on displaying our own goods.

If you feel like it, write and tell us what the window dresser thinks of the story.

Truly yours,"

It is this informal style of a letter, that the advertising man might write and the president or secretary sign, that creates the kind of team work that really pays.

According to the theory of one Chicago citizen I know, and I guess he is right, my signature as advertising manager doesn't mean nearly so much to the merchant as the rubber stamp autograph of the president, and to really create letters that carry weight with the small merchant, they should be unofficial in style, but officially signed. Little thing that, but we are dealing with the small merchant, mind you, and big signatures count with him.

Tell me honestly, you men of means, when you return from your tours abroad and you exhibit your trophies, souvenirs and rare pieces of bric-a-brac or jewels, do you boast of purchasing them in the Beau Marche, at Paris; the Wertheim, of Berlin, or Selfridge's, of London? Not much. You talk of some more obscure town—some shop, indeed, that the other fellow never heard of—a side street in Old Nuremberg, Dusseldorf or on the border line at Bayonne.

Did you ever think of interesting the small merchant in planning to make his shop or store so interesting, so cleanly, so inviting, that visitors and customers will breathe a sigh of relief to escape the bargain counter crowds that separate us from our good manners in the marked-down sections of the big stores?

In a recent issue of the *House Beautiful*, Jarvis Hunt, the well-known Chicago architect, illustrates a commonplace village street of the red-brick, packing-box variety—that monotonous kind, which you see repeated a

hundred times on any daylight journey through this country.

Then, below this picture, he illustrates how all the stores and shops on this street could be made beautiful from an architectural standpoint, instead of an ugly blemish to the eye—and the total expenditure for the entire two blocks less than \$10,000. Don't you think your merchant would be interested in a suggestion that would convert his store from a miserable travesty on architecture, to an object of beauty?

He should be as keenly alive to the necessity of cultivating trade by appealing to the æsthetic side of one's nature, as to the purely commercial instinct—just as his foreign rival does so cleverly *when he sells you*.

It was those quaint environments and decorations that won your cash, for the article itself could probably be purchased in this country cheaper and better. The same opportunity is open to the merchant on this side of the pond, if we but take the initiative to interest him in the subject of environments that promote trade.

Take the store-keeper who has had some training on interior decoration, who has enough love of beauty and color to go inside of an art gallery occasionally, who has brains enough to create a desire on the part of customers to linger rather than to hurry through his store. He does not have to depend on any artistic creation of a magazine advertisement or sign on some dead wall to help him earn a livelihood.

Your wife and your children go where it is pleasant to shop in preference to dealing in a store that suggests the common things. Why?

Because she goes where she is apt to meet her own particular friends—just as you and I go to a certain club or restaurant where our friends are attracted by the quaintness of the surroundings—or the cleanliness of the service, and it matters very little whether the food we eat there be advertised or not.

(To be continued.)

Get the Doctor's Endorsement for Your Goods

All over this country—with every one of our eighty million people—the word of the physician carries tremendous weight.

The manufacturer who secures the endorsement of the medical fraternity for his goods has a potent force working silently but effectively in his interests at all times of the day and night.

Tell the doctors about your product—show them just why it merits their approval—make them familiar with its name and character.

Below is a group of foremost medical journals, each one having the confidence of physicians everywhere, each one a solid, substantial medium through which to reach the doctors.

**THE AMERICAN JOURNAL OF CLINICAL
MEDICINE, Chicago, Ill.**

**THE AMERICAN JOURNAL OF SURGERY,
New York, N. Y.**

AMERICAN MEDICINE, New York, N. Y.

**THE INTERSTATE MEDICAL JOURNAL,
St. Louis, Mo.**

THERAPEUTIC GAZETTE, Detroit, Mich.

MEDICAL COUNCIL, Philadelphia, Pa.

*Write for information and rates to any
or all of the above journals.*

Largest High-Class Evening Circulation in New York City

The Globe

AND Commercial Advertiser. ESTD. 1872.
NEW YORK'S GREATEST NEWSPAPER.

The Globe's proved circulation of over 139,000, built up over a period of years without resort to gift schemes or cheap sensationalism, represents an advertising value per thousand unsurpassed by any other paper, no matter how small the circulation of that other may be.

Reasons Why

The Globe has individual features not found in other papers.

It has a School Department, nearly a page of up-to-date news of vital interest to the 21,000 school teachers.

It has a Financial Department that prints daily full financial and commercial reports.

The Globe's automobile department was the first established by a daily newspaper in this city. The Globe is read by more owners of automobiles than any other evening paper.

It publishes in an interesting, timely fashion the doings of golfers, and is a part of the golf player's daily life.

These features, combined with The Globe's dramatic, musical and art columns give it the strong individuality that enables it to retain its hold in the homes reached by the 139,157 papers which it sends out every afternoon.

QUANTITY

PROVEN BY DETAILED AFFIDAVIT

To Whom It May Concern:

The following is a detailed statement of the daily circulation of the New York Globe for the month of June, 1910, as shown by press room and circulation department reports.

June 1 - 136,370	June - 16 - 134,980
" 2 - 137,690	" 17 - 136,270
" 3 - 133,160	" 18 - 136,230
" 4 - 143,490	" 20 - 138,070
" 6 - 138,330	" 21 - 138,750
" 7 - 140,490	" 22 - 138,910
" 8 - 141,830	" 23 - 135,640
" 9 - 141,600	" 24 - 130,670
" 10 - 138,520	" 25 - 143,790
" 11 - 135,620	" 27 - 134,800
" 13 - 140,830	" 28 - 133,800
" 14 - 140,320	" 29 - 134,220
" 15 - 140,530	" 30 - 133,230

The total circulation was 3,618,140 which when divided by 26, the number of publication days covered, shows the average to have been 139,157.

State of New York) ss *Jason Rogers*
County of New York)

Jason Rogers, Business Manager of the Globe, does solemnly declare that the statement of circulation given above, showing an average of 139,157 per day during June, 1910, is true and correct to the best of his knowledge and belief.

W. S. Hamway
Notary Public.

New York, July 2nd, 1910.

A Circulation Which Does Not Represent Duplication

The Globe

AND OF COMMERCIAL ADVERTISER. 1917.
NEW YORK'S LARGEST NEWSPAPER.

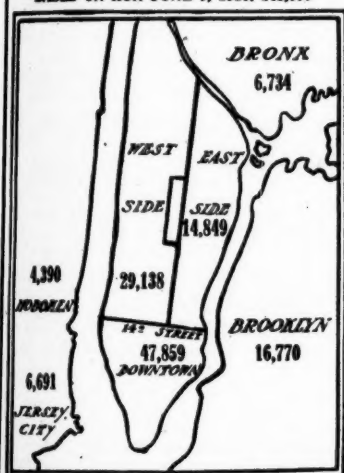
The Globe has attained its place as the largest high-class evening newspaper in the city by years of systematic, healthy growth. It has not resorted to any means that would give it merely a temporary "boom" circulation. Its individuality gives it an individual, unduplicated circulation.

Reasons Why

A newspaper that turns out 139,000 copies a day, read by an average of not less than 350,000 persons in every twenty-four hours directly affects a very large part of the population of the metropolis and its environs. When the paper that circulates these 139,157 copies a day goes into more substantial homes than any other evening newspaper in or around Greater New York, it holds a place of paramount importance among the buying residents of the city. The New York Evening Globe has this large high-class circulation—an average of 139,157 every day.

DISTRIBUTION

BASED ON RUN JUNE 9, 1910. 141,600



Country Circulation - - - - - 15,169

90% of The Globe's circulation is within 20 miles of the New York City Hall

Under detailed information for any day will be furnished any advertiser on request.

All details of the Globe's circulation are guaranteed and proved, and distribution in different sections of Greater New York and vicinity is plainly shown. These are

FACTS EVERY ADVERTISER SHOULD KNOW

PUSHING SALES FOR A MACHINE SPECIALTY.

HOW PROGRESSIVE ADVERTISING METHODS CAN BE APPLIED TO MACHINE PRODUCTS—GETTING AT THE RIGHT MAN WITH ARGUMENTS FITTED FOR HIM—"WORKING BOTH ENDS TOWARD THE MIDDLE."

By E. F. Hasson.

Advertising Manager, General Specialty Co., Buffalo.

Many advertisers of machine specialties fail to fit their copy to the man who is going to read it. One sees copy originally written for some strictly technical engineering publication and excellent for its original purpose thrown bodily into trade publications read only by managers or others in the "front office." It should be borne in mind that engineers, as a rule, are not interested in "trade" papers. They are not particularly concerned in the different manufacturing processes in which the power is utilized. Their job is to furnish the power, and the publications that assist them to do this in the best manner are the ones they read.

Managers and superintendents, on the other hand, are more interested in the processes of manufacture than in the generating of the power, so long as the latter comes in sufficient volume and at the lowest cost.

The engineer wants technical stuff. He wants to know all about how your device is made, why it works and how it works. He isn't worrying so much about its cost or how much it is going to save. Given the necessary technical information, he can figure that out for himself—and generally prefers to do so.

The engineer in the average plant has time to read, and usually does read, everything bearing upon the generation of power that comes into his hands. Letters and circulars so long that they would be immediately consigned to the waste basket by his superiors, are carefully studied. He doesn't want beautiful word pictures and doesn't care much whether your

catalogue or booklet is printed on "special plate paper" or "No. 2 Book" if it is clearly printed so as to be easily read and contains facts and statements that he can accept as plausible.

The manager or superintendent is generally a busy man and wants everything in a condensed, concrete form. He is seldom a technical engineer. What he wants to know is how much you can save him, and how much it is going to cost him to effect this saving. Brought to a point where he believes it possible for you to save him something, either by cutting down expense or increasing the efficiency of his equipment, he is willing to let the technical details pass or, if he isn't, depends upon his engineer to pass judgment upon them.

Therefore, don't make the mistake of believing that any ad you may write or circular letter you may mail is going to be read by everyone in any plant, but bear in mind the particular man whom you are sure is going to read it, and devote your energies to convincing him.

In our line, a specialty used exclusively in the boiler room, we frequently find it advantageous to "work both ends toward the middle." That is, if we contemplate a direct campaign on any line of manufacture we circularize the engineer and bring ourselves prominently before the "front office" with advertising in the "trade" paper that covers the field. Or, if we start a direct campaign aimed at the "front office" we support it by advertising in the strictly engineering papers. Then, no matter which one we succeed in interesting first, when the time for a conference on the subject comes, the other is somewhat familiar with our device and more likely to be open to conviction.

Direct circular work from carefully compiled and constantly revised lists pays us best although considerable direct business results from the use of the strictly engineering publications like *Power*, *National Engineer*, *Practical Engineer* and *Southern Engineer*.

Strictly "trade" publications have never paid us, so far as we have been able to trace, except when used to support direct campaigns aimed at the engineer.

The above comments refer to one particular class of "machine specialties"—those used in the boiler room exclusively. Those that are used in connection with the different processes of manufacture in the different lines, such as evaporators in the sugar industry or stitching machines in the shoe and leather field, are of an entirely different nature and call for entirely different methods of marketing.

The construction of a new million dollar hotel in St. Paul has been followed by liberal advertising by the "Ryan," a leading hostelry of the place. Clever ads, simulating news stories, extol the older hotel as the "Hub of St. Paul."

The Peoria (Ill.) *Journal* announces that it has placed its foreign representation, in both the East and the West, in the hands of Charles H. Eddy.

NATIONAL CHAIN OF SHOE STORES.

A new chain of shoe stores—the United Shoe Stores Company, Inc., Philadelphia—is the latest enterprise to follow along the newly blazed trail of chain store merchandising. It is announced that this company is only a few months old, and that it is hoped stores may be opened before September 1, 1910. The company is incorporated for \$1,000,000 under the laws of Delaware.

The object is announced to be to establish co-operative stores in every city of importance from Coast to Coast, and thus provide the public with a greater variety, better quality and lower cost of shoes than is now possible.

The prospectus states that these stores are to be conducted on a profit-sharing basis for the benefit of stockholders. The United Shoe Stores Company is described as manufacturing all the shoes which it now proposes to sell in its stores.

The company is ambitious in its claims. It asserts that it will own and operate more shoe stores than any other company in existence.

Harry G. Seltzer, of Philadelphia, is the advertising agent for the new enterprise.

Good Advertising

impresses to the point of sale your greatest buying public at the least cost through visualized ideas about your goods.

It means pleading to an invisible jury of thousands.

In this mental prize fighting the champion always keeps in training (mentally, physically, morally) to make the buyers' minds yield.

That is my joyful task as I see it. That is the spirit in which I serve advertisers

and agents with worthy propositions.

Send for booklet, "Advertising Ten Strikes, approved by over 100 Advertising Giants."

My Consultation Service—
based on my unique Advertising Library of 50,000 clippings and 12,000 catalogs, booklets, folders, etc., on all lines of business—saves time and labor for Agencies, Solicitors and Copy men. Send for "Business Philosopher" article on it.

C. R. Lippmann

37 East 28th Street, New York

Phone, Madison Square, 4499

HOW RETAIL CONDITIONS AFFECT MEDICAL AD- VERTISING.

COST OF MEDICAL ADVERTISING HAS
ADVANCED—TROUBLE WITH PRICE
MAINTENANCE AND, STRICT PUBLISHERS'
POLICIES—SUBSTITUTION, SYNDICATES AND THE HAR-
ASSED MANUFACTURER.

By J. W. T. Knox,

Advertising Manager, Frederick Stearns
& Co., Wholesale and Manu-
facturing Druggists, Detroit.

From an advertising standpoint conditions in the drug trade are very interesting, and the interest is of a sort that provokes strong language in certain quarters. It takes a good deal more advertising to sell a dollar's worth of patent medicine than ever before—that is the pith of the complaint. The good old formula of "One-third to cover cost of goods and overhead charges, one-third to cover cost of advertising, and one-third for profit" has undergone such astonishing changes in the past few years that many of those to whom it was once near and dear would never recognize it now.

This is due to a good many things, some that the druggist can't help, and some that he doesn't want to help—all of which does not contribute noticeably to the patent medicine advertiser's peace of mind.

Longer than I can remember, the cut-price evil has been bothering the retailers, and the plans proposed for overcoming it have been about as numerous as the different types of perpetual motion machines—and unfortunately about as successful.

Several years ago they thought they had a plan that was watertight and non-corrosive. It was called the "tripartite agreement" but it was very simple for all that. Manufacturers and jobbers agreed not to supply any goods to cutters, and druggists agreed not to substitute. When a druggist was designated as a cutter by the local retail drug association, he was it. Every month somebody furnished all the manufac-

turers and jobbers with an official list of cutters, and when a retail or wholesale druggist's name appeared on this list he commenced having trouble to get supplies. The engine did not work perfectly, but just the same it did not miss many explosions. Incidentally, it made too much noise and T. R. heard it.

WHEN "T. R." SUPPRESSED THE
PRICE MAINTAINERS.

Then one day a United States district attorney in Indianapolis, acting on a strong hint from Washington, invited a hundred or two manufacturers and wholesalers, together with the officers of the National Association of Retail Druggists, to a select little party in the Federal Court. Just to put them thoroughly at ease he read a few chapters of the Sherman anti-trust law in a loud rasping voice and asked them if they had ever heard of that piece of literature.

Yes, they had heard of it, but it certainly never sounded like that before. Well, then, what did they think of it? They thought a great deal of it. Fine job of law-making. Some of them said so, and the rest would have said so if they could have stopped their teeth from chattering. Then the judge said he didn't admire their much-advertised "tripartite agreement" and hadn't they better forget it? Vociferously they agreed that that was about the wisest remark they ever heard. Whereupon they all went home as soon as the doctor said it was safe for them to be moved. And that was the end of the tripartite plan.

But there was and is another—the direct contact and serial numbering plan. In this the manufacturer does not "conspire" with or against anybody; he simply won't sell his goods to anyone who has not signed a contract to get full or stated prices for them; then gets as many signers as he can. Some few manufacturers are trying this plan. Most of them shy at it for two reasons. It costs a good deal of money to put it into effect. And then there is Uncle Sam—such

things are mighty bad on the heart action.

They are assured that this contract is perfectly legal. Very good indeed. So was the other one said to be legal. But what able counsel say on matters of this kind doesn't amount to as much as a cancelled postage stamp when a United States judge happens to take a different view. Anybody who happens to think the Federal judges aren't supplied with different views ought to read some of their decisions of the past few years.

But there is the situation—practically no price-protection and not much hope of it; advertised "patents" selling at prices governed by the local market; and druggists, therefore, not exactly falling over one another in their eagerness to sell them at all.

Atop of this, remember that there is a considerable alienation of public favor from patent medicines as a result of the crusade of Brother Bok, Sam Adams and various other gallant and heroic "reformers."

Doctor Wiley has also been getting his share of fun out of it by publishing bulletins, making speeches and enforcing the food and drugs act: none of which perceptibly stimulates the public appetite for patent medicine.

PASSING THROUGH THE NEEDLE'S EYE.

And a lot of good advertising mediums are no longer open to this class of advertising. Many that still take medical advertising now put the advertiser through a preliminary ordeal that is a good deal like a life-insurance examination, a packing house inspection, and the third degree all rolled into one.

Anyone else who wants to take a jab at the patent medicine business will be furnished with a sharp stick and joyfully welcomed by everybody except the person who is to be jabbed—the jabbee, so to speak.

Very enticing situation for the patent medicine interests, isn't it? And what are the druggists doing all this time? Oh, they

are still selling everything they can, including patent medicines—the latter, generally, when they can't conveniently help it. They haven't been saying much about price protection lately, but their sleeves seem to be pretty well filled with other things.

For one thing, they are trying to work up a sort of back-to-nature movement. It is called "the United States Pharmacopœia and National Formulary Propaganda," which is a neat and tidy way of saying that they want the doctors to prescribe standard pharmaceutical preparations that every druggist can make, instead of advertised proprietary specialties that he has to buy—which opens up an interesting situation for the manufacturers of ethical proprietaries. There has not been much excitement along this line yet. But there may be if it works out as intended, which is for the druggist to steer the public towards the doctor's office for a prescription, and then for the doctor to steer the aforesaid public back to the drug store to get the medicine.

But the chief factor in the effectiveness of medical advertising is the phenomenal growth of "recommended" lines of family remedies. For thirty years nearly every druggist has had a line of medicines bearing his own imprint which he sells whenever he can—a practice which falls far short of receiving any shouts of approval from medical advertisers. But the human nature element cropped out showing that people often preferred the idea of taking medicine that was made 'way off somewhere, so the proprietary "recommended" lines have come into vogue.

THE SYNDICATE DRUG SCHEME.

The first of these were the Nyal (of New York and London) family remedies which date back twelve or thirteen years. Some six years later this line was followed by the Rexall and more recently by the A. D. S. All are marketed on a different basis and all have had a rapid growth. The Nyal line is placed on the exclu-

sive agency plan without any stock-selling proposition, and while no official figures are given out, there are said to be over 6,000 retail agencies, and the number is rapidly increasing. The Rexall line is also an exclusive agency proposition, each agent being a stockholder, and I understand that there are at least 2,000 of these agencies. The A. D. S. scouts the exclusive agency idea but follows the Rexall plan to the extent of selling only to stockholders. Besides these, there are a number of smaller propositions patterned after one or another of these plans. And as each of these lines lists anywhere from 100 to 300 items, with the druggists backing them by aggressive selling, the result is that when somebody goes into a drug store to get something for his lame back or his disappearing hair or anything else, he stands a fine chance of coming out with a Nyal, Rexall or A. D. S. preparation.

"Substitution" you say? I am not so sure of that. About forty per cent of the calls a druggist gets for ready-made medicines are unspecified. Customer says, "I want something for my digestion"—just like that. Some druggists say the unspecified calls will run to fifty per cent or higher. This fact rather seems to indicate that medical advertising isn't as convincing as it might be. A woman doesn't ask her grocer for baking powder; she says Royal baking powder. A man doesn't just say he wants a safety razor, he says Gillette or Keen Kutter, and he says it plain. But when they come to buy medicine they would just about as soon leave it to the druggist.

And any manufacturer who expects the druggists to rush back and get out a package of his digestive tablets when the customer doesn't call for them by name will be cheerfully given as many guesses as he needs to arrive at the correct answer. The druggist can make more money on something else that he knows is good and he is not missing any golden opportunities these days.

But to add a little spice and further cut down the number of calls they are likely to have for unprofitable specialties, druggists who have special agency lines are doing quite a bit of local advertising at their own expense, so that they are now having a good many calls for Nyal or whatever brand it may be. The legitimacy of this, I suppose, is hardly open to question. And with the copy and cut-service that the manufacturers of such lines furnish, the advertising is really very little trouble to them.

As for the rest of it—maybe the druggists do often try to sell something else when the customer says very plainly what he wants. You would have a fine job on your hands trying to convince a druggist that he hasn't a right to sell the customer anything that the two of them agree on. It would be easier to teach an oyster to speak French. Here and there is an exception, but most of them are pretty well primed for this argument. And personally I feel that if my advertising isn't strong enough to make the customer perfectly sure that nothing else on earth would suit, I am more at fault than the druggist.

Whatever you think of it, that's the way the thing stands. Any man who has to advertise a specialty sold by the drug trade had better make sure of having a good proposition all the way through so he can point out the value of co-operative effort on the dealer's part: He had better stick to the truth about the size of his campaign: druggists have seen more bluffs than any other class of retailers. He had better have the convincing selling-stuff in his advertising copy. And he had better not get the idea into his head that druggists have to sell his goods. They don't, and what is more to the point, they know it.

Speaking of special agency propositions, I have been asked if I think they are on the wane in the drug trade. Except those just mentioned, and a few others, I think they are.

THE CHRISTIAN HERALD

BEGS TO ANNOUNCE THAT THE FISCAL

YEAR ENDING JUNE THIRTIETH

NINETEEN HUNDRED AND

TEN IS THE

BIGGEST IN THE HISTORY

OF THE PUBLICATION.

ITS GUARANTEED CIRCULATION

EXCEEDS THAT OF ONE YEAR AGO BY

ONE THIRD, AND THE ACTUAL

INCREASE IN ADVERTISING

INCOME AS COMPARED

WITH THE PREVIOUS

YEAR IS

THIRTY-SEVEN PER CENT.

Here is What New Orleans Druggists Say
About
THE DAILY STATES

They are on the ground and should know

Abbott's

*Strictly First-Class Pharmacy
Corner Felicite and Liberty Streets,*

New Orleans, La., Jan'y 24th, 1910.

The Daily States,

New Orleans, La.

Gentlemen:-

It affords me much pleasure to inform you that at a meeting held on Friday, Jan. 21st, 1910, the local club of the A.D.S. with about forty members present, after a full discussion, it was unanimously decided to elect the Daily States to be the official organ of the New Orleans Club and to carry its advertising. The members present considered the States to be the best result producing newspaper in the City and gave it an absolutely unanimous vote. The local club consists of about seventy of the leading retail druggists, each of whom proposes to join in the proposed advertising campaign.

The Secretary, Mr. Henry Berlin, will notify the parent association and you will receive copy and instructions for the necessary advertising in the course of a few days.

Yours truly,

L. P. Abbott

President.

Represented in Foreign Field by

THE S. C. BECKWITH Special Agency

New York

Chicago

Kansas City

WHAT PROMINENT MEN SAY ABOUT THE SOUTH AS A MARKET.

GOVERNOR OF TENNESSEE POINTS TO
AGRICULTURAL POSSIBILITIES—
HEAD OF U. S. GEOLOGICAL SURVEY
TALKS OF MINERALS AND MANU-
FACTURES IN SOUTH—EFFECT OF
PANAMA CANAL—RAILWAY BUILD-
ING—SOME DATA FROM "MANU-
FACTURERS' RECORD"—COLONIZA-
TION IN SOUTH.

Men of affairs and insight into national economic conditions are uniformly enthusiastic over the new and real business "reconstruction" of the South now going on.

Governor Malcolm R. Patterson, of Tennessee, taking a broad view of conditions throughout the South, says:

"The solution of the poor man's problem is in the soil of the South. The soil and the climate of the South are incomparable. No land yields more plentifully, when properly cultivated, than the farm country of the South. Too many people in the North think the West the land of futures and the South the land from which to come North. Immigration to farm lands in the South has not been stimulated by the adventitious side of Government or subsidies to railroads, but nowhere is there more surely a livelihood for the man who is willing to do the work of a man. Those who are now following the modern means of tilling the soil in the South are reaping wealth equal, even superior to, the wealth of the Western farmers."

Dr. David T. Day, of the U. S. Geological Survey, says that the most remarkable asset of the South is its mineral industrial wealth, and that the keynote of this is water power for electro-chemistry and electro-metallurgy. The copper refining industry is tending toward the Atlantic seaboard, aluminum centers in Georgia, Alabama and Arkansas. Nearly all the zinc and lead produced in the U. S. is produced in Southern States, and more and more

projects for manufacturing it in the South are being carried out. Tin is abundant in the South, and the foolishness of sending raw material elsewhere to be manufactured is being realized.

In fertilizers the South has recently discovered some new riches, which will help to release American dependence on German potash salts, to the enrichment of the South. Structural materials—marble, etc.,—are particularly plentiful in the South. Cement mills are being rapidly multiplied. Glass can be made more cheaply than in the North, and steps are being taken for its manufacture in the South. The development of home manufacture and industry is going to mean big things for the South.

Edward W. Parker, also of the U. S. Geological Survey, says that the original estimated supply of coal in Southern States is 492,000,000,000 tons, from which but 1,800,000,000 tons have been mined, leaving 490,200,000,000 tons still in reserve.

Bernard N. Baker, president of Southern Conservation Congress, says:

"The South's interior areas are rich in resources. Millions of acres of fertile lands, tens of millions of feet of standing timber and almost illimitable deposits of coal, iron, and other minerals are tributary to this coast line. Prosperous cities have risen since the Civil War, manufacturing interests have settled nearer the sources of their raw material and great railroads have networked the whole territory.

"The South is at last conscious, it seems, of the great natural wealth of its fields and mountains and water-courses, but it has not awakened to the fact that its location with relation to South America, Central America and the Orient will give it a commanding position when the Panama Canal is completed and the trade opportunities of the new markets are opened to its commerce. This I regard as the most promising opportunity which the future holds for the South, and it is probably least appreciated of any of the

great forces which have combined to hurry the South's growth and development.

"How many people realize what the Panama Canal may mean to the South? How many have realized that Valparaiso, Chile, is almost due south from Savannah, and that New Orleans is west of that South American city? How many have calculated the distances between the Southern seaports and those of Central and the west coast of South America, and found that the Hamburg merchant must ship his goods 3308 miles farther to reach the Chilean merchant than the Charleston (S. C.) merchant, and that the Liverpool mail steamer must sail 3469 miles farther to reach Valparaiso than the mail steamer from Key West, Fla.?"

Clark Howell, editor of the famous *Atlanta Constitution*, says:

"Material and intellectual evolution, for the first time since the Civil War, have right of way in the Southern States. Their stimulating influence upon that destiny which prefigures the South as the wealthiest and most virile portion of the nation is inconceivable.

"The other sections of the country, including the pre-eminent East, have waxed wealthy and overshadowing because of four great developed assets and influences: 1. Agriculture. 2. Manufacturing. 3. Mining. 4. Commerce.

"The South to-day faces America with all four of these factors in a tremendously flourishing condition, but merely in their infancy. What shall we not accomplish tomorrow? In the neighborhood of \$1,000,000,000 will be brought into the South this year by its cotton crop alone."

Col. C. P. Goodvear, prominent in shipping circles, says:

"The total number of deep-water seaports in the country with navigable depth of channel exceeding 25 feet is 24. Of these, 12 are upon the Southern Gulf and Atlantic coast.

"Of other ports which may be deepened to this extent the South still has one-half.

"The trade with South Central

American, West Indian and Central American and Mexican countries is increasing steadily and rapidly with this country. There is \$1,400,000,000 of trade with these countries now controlled by foreign nations ours by right of proximity, and sure to become ours quickly when we adopt proper measures for revival of our merchant marine and turn our attention to this trade with the same energy we have devoted to European trade.

"The trade of the Pacific countries with the United States, now but about \$400,000,000, will rapidly increase, may double, in a few years. The South American, West Indian, Central and South American and Mexican trade, now about \$100,000,000 with the United States, should be and can be doubled. This trade with the country south of us is largely in imports of tropical and semi-tropical products, which has steadily increased yearly until it now reaches nearly \$500,000,000 and furnishes an attractive market for our cotton goods and nearly every class of product the South manufactures."

Samuel G. Wilmer, student of railway economics, says:

"There is now in the Southern States a total of nearly 70,000 miles of railroad, the exact figures being 68,529 miles after adding the new construction of 1909 as totaled in the recent annual review of the *Manufacturers' Record*. Adding to this the mileage of Missouri and Oklahoma, together with the new work in those states during the past year, makes a total of 82,529 miles for the South and Southwest. Yet it is expected that the year 1910 will witness a further addition of from 3,500 to 4,000 miles of track to this imposing total, which is more than one-third of the mileage in the entire country. This, of course, means only main lines connecting the different points reached, and does not include second track or sidings."

Col. Robert J. Lowry, president Lowry National Bank, Atlanta, says that "In our Southern cotton mills we now have an aggregate

of about 10,000,000 spindles. Their average cost is \$20. So it will be seen that the actual cost of the cotton mills in the South is something like \$200,000,000. The property value of 14 Southern states is about \$21,000,000,000; while in 1880 it was about \$7,500,000,000. In 1880 the deposits in Southern banks amounted to only \$150,000,000;—to-day they amount to \$1,250,000,000."

J. F. Merry, General Immigration Agent Illinois Central and Yazoo and Mississippi Valley Railroad, says:

"The Illinois Central Railroad Company has for twenty-five consecutive years given special attention to advertising the agricultural possibilities of Tennessee, Mississippi and Louisiana. For the past five years from 1,000,000 to 1,500,000 of pamphlets, leaflets and circulars describing in detail the character of the soil and the great variety of farm products successfully and profitably grown in that territory have been distributed. In addition to such advertising, this company has for years

collected annually a great variety of farm products grown in Tennessee, Mississippi and Louisiana, which have been exhibited at state fairs, land congresses, corn exhibitions and horticultural gatherings throughout the Northern and Western states. It has also run through Central Illinois and Northern Iowa during the past two years a special train, consisting of an exhibit car and a lecture coach, which made stops at the small towns and to which the general public, and particularly farmers, were cordially invited. The exhibit car contained over 200 varieties of farm products, all of which were grown in the Southern states mentioned. 25,000 Northern people have been persuaded to settle in the South, and not one of them has complained."

In the issue of PRINTERS' INK of May 25th the address of the Connor-Ruddy Company, Ltd., was given in the advertisement on page 90 as 11 Wellington street, East Toronto. It should have read, 11 Wellington street East, Toronto.

EVERY WOMAN'S MAGAZINE

with which is merged

PARIS MODES

September the last opportunity to become acquainted at 50 cents a line. October will cost you \$1.00.

Forms for September close July 20th.

Every Woman's Magazine

36 West 24th Street

New York

The Fastest Growing Papers in Kansas are the
Wichita Eagle Publications

The Wichita Eagle just celebrated its 38 years of existence by the installation of a new, Highspeed, Sextuple Straight-line Goss press, another linotype and a great amount of other new equipment, at a cost of more than \$50,000.00

This great expenditure was made necessary by the tremendous growth of the **WICHITA EAGLE PUBLICATIONS** during the past few months.

TODAY THE WICHITA EAGLE not only has the largest circulation of any daily paper in Kansas but also has the finest equipped plant in the southwest.

Average daily circulation for first 5 months of 1910 34,835

Average Sunday circulation for first 5 months of 1910 36,757

The only daily paper in Wichita that gives a detailed circulation statement, sworn to by the publisher and guaranteed by the A. A. A.

New rate card effective September 1st, 1910

Minimum rate 5 cents per line

The Arkansas Valley Farmer

Established in 1909

An Agricultural Publication, published every Friday. A high-class farm journal publication, edited by experts on all matters pertaining to ranch, farm and agricultural pursuits. Is the fastest growing publication in the West. Advertisers make no mistake when they buy space in **THE ARKANSAS VALLEY FARMER**.

Guaranteed circulation 30,000.

Flat rate, 5 cents per agate line.

Classified, 1 cent per word.

Flat rate after Sept. 1, 1910,

10 cents per Agate line.

Classified, 2 cents per word.

The Wichita Weekly Eagle

Established in 1872

A Metropolitan Weekly Newspaper. The Weekly Eagle covers one of the richest mail-order fields in the Southwest. The great agricultural class of this rich section who read the **WICHITA WEEKLY EAGLE** have the money to buy what they want. More than \$3,000,000 worth of automobiles sold in Kansas in 1909.

Guaranteed circulation 25,000.

Flat rate, 5 cents per Agate line.

Reading matter, 25 cents per count line.

Classified, 1 cent per word.

Advertisers who want results must use the
Wichita Eagle Publications

They are the greatest buy in the Southwest.

For Full Particulars Address

THE WICHITA EAGLE, Wichita, Kansas

Special Agencies in New York, Chicago and Kansas City.

WORD "MERCHANDISING" AS UNDERSTOOD BY MANUFACTURERS.

AND AS USED IN DIFFERENT SENSE
BY ADVERTISING MEN—ONE MAN'S
DEFINITION OF THE TERM—IM-
PORTANCE OF SETTLED MEANING.

By W. H. Black,

Advertising Manager of Hampton's
Magazine.

In considering advertising problems with manufacturers, I have recently (particularly during the past two years) been brought in contact with a modern application of a word I have found to be much misused, much abused and—not a little misunderstood.

This much misunderstood word is "merchandising."

One finds it in the mouths of many advertising men who seek to use it to conjure with, but without much idea as to the meaning it conveys to the men they are talking to.

So, if this article can, in a few instances, correct the misuse, abuse or misunderstanding of this word "merchandising" I shall consider well invested the time I have spent in writing.

Merchandise, as I assume everyone to know, means goods—wares—commodities—the objects of trade or commerce.

And—because of the meaning of the word merchandise, "merchandising" means, and is understood to mean by those most familiar with merchandise (that is, many manufacturers, most intermediary distributors and, I would say, all merchants who deal with consumers) *the handling or arrangement of merchandise.*

For instance, the duty of the "Merchandise Manager" of a department store is to arrange the departments—to distribute merchandise throughout the store so that one department will feed business to another. Sales of advertised "leaders" in a department store are not usually expected to yield profit. Such leaders—or "bargains"—are advertised only to draw people into the store, so

they may there see, be attracted to, and induced to buy other goods upon which the store will realize a profit, as a result of *the arrangement of the advertised "leaders."* This is "merchandising."

This being the case, and the man who has charge of arranging the departments and distributing the merchandise being called the "Merchandise Manager," you can easily understand why the word "merchandising" means *the handling or arrangement of the goods to secure sales.*

This is commonly understood in all American department stores, in all large jobbing houses, by most "converters" and by the great majority of manufacturers. You may, therefore, readily perceive how much at ease these people are when an advertising man uses the word "merchandising" (about which manufacturers know a great deal) *to refer to selling and distributing methods for these manufacturers.*

It is simply a case of neither one talking, or understanding, the other's language. And—very peculiar are some of the resulting mix-ups."

A manufacturer, converter or jobber, understanding the word "merchandising" to refer to arrangement of goods, and the advertising man, using it in his conversation as a means of referring to methods of selling and distributing, often play at cross purposes a long time before the one arrives at any understanding of what the other is driving at.

Of course, many manufacturers now know that, when a professional advertising man speaks of "merchandising," *he thinks* he is referring to methods of selling and distribution. More advertisers do not know this, however.

Therefore, if the professional advertising man will first find out what the word "merchandising" means to *his prospective client*, he will make his own work a lot easier because he will sooner come to speak in terms which the prospective advertiser understands.

Manufacturers know a great

deal about distribution, they know a great deal about selling, many of them are pretty thoroughly posted about "merchandising" but—when terms they understand to apply to one department of business are used to refer to the business of another very distinct department, you will readily perceive the chances for "mix-ups" and misunderstandings.

The greatest problem of American manufacturers to-day is that of distribution. It matters not what any manufacturers' policy and methods may be, his problem of distribution is constantly growing in importance and more vital from the standpoints of speed, ease, facility and economy.

Any advertising man with ability and knowledge to talk to manufacturers intelligently—and in terms both understand—of the manufacturers' problems of *distribution*, may always be sure of an attentive and respectful hearing because he will be talking of a problem of most vital interest to his hearers.

To say that advertising, as a help for securing, assisting, extending or establishing *distribution*, is the most potent and powerful force is merely to emphasize an axiom the reasoning of which I know to be already understood by most of my colleagues.

Therefore, if in the foregoing, I have not stated anything new, I am sure all who agree with what I say will also agree that such truth as I have tried to emphasize cannot be repeated too often because it cannot be too deeply impressed upon the minds of each of us for the good of all.

The Inland Advertising Agency has been incorporated at \$10,000 to do business in Chicago. The incorporators are A. H. Patterson, C. F. Woods, L. S. Critchell.

J. W. Gribben, who for the last two years has been advertising manager for the St. Joseph, Mo., *Leader*, has resigned that position to go with S. S. Kresage, of St. Louis, who operates a string of stores in various cities.

The Ad Frat, composed of advertising writers and advertising sellers of Philadelphia, held its first meeting and banquet at The Walton, in that city, on June 20th. Covers were laid for fifty.

AN UNLOOKED FOR ADVERTISING EFFECT.

The selling power of good commercial art has been peculiarly illustrated by the effect of the illustrations of the man in the Cluett, Peabody & Co.'s collar advertising. In the picture the man is shown garbed in clothes of very convincing correctness, from his cap to his shoes. The advertiser doubtless had little desire to promote the use of the auto cap shown on the man, but the following clipping from a trade journal seems to indicate that such was part of the result of the copy:

"The most popular automobile cap to-day, and one that is worn by motorists everywhere in the country this season, is a shepherd check cap made of light-weight worsted and woolen goods. The present almost universal popularity of the shepherd check motoring cap is authoritatively credited to an advertisement put out several months ago by Cluett, Peabody & Co., picturing an attractive looking young man seated in an automobile, grasping the steering wheel and wearing a shepherd check cap and an "Arrow" collar. The latter was intended to be the subject of the advertisement, the advertising man of the big Troy house perhaps little thinking that in thus calling attention to a well favored collar he was also creating a style furore in caps.

"Dealers and manufacturers report that this has been one of the biggest seasons ever known to the trade in the demand for shepherd check caps of the motoring style, the demand constantly running ahead of the supply. Count the shepherd check caps worn by motorists on any thoroughfare of any city or town, and then ponder the power of the selling value of a style suggestion properly advertised."

A "MARATHON" SENTENCE.

A correspondent of PRINTERS' INK in San Francisco sends a "reader," taken from an ad of a dancing school at Salem, Mass., which he believes to be one of the longest sentences ever printed in an advertisement. It appeared under the head of "New Thoughts and Theory in Dancing," and was as follows:

"Is not the freedom and harmony which nature reveals on every hand, even in inanimate things, like the swaying trees and rippling streams, and floating clouds, the rain drops and snow flakes, enough to convince us that our Creator intended us to be glorious unrestricted agents of activity with the physical part so thoroughly educated and exercised that it can at any and all times through life become an enthusiastic and expressive co-partner of the great controlling agent, known as mind, which in its turn is controlled by that great impulse of our being which is ourself—the ego—the soul, that moral principle which constitutes our nature, and from which arise all the noble impulses which shape our ideals and promote worthy ambitions."

250 FIFTH AVENUE NEW YORK

CALKINS & HOLDEN

An organization formed for the purpose of co-operating with manufacturers in analyzing the selling conditions of a business and in the production of advertising plans, copy, designs and printed matter needed for trade promotion and expansion.

The usual functions of an advertising agency in advising as to the selection of media and in dealing with the owners of media are a necessary and valuable adjunct to this organization.

THE DEVELOPMENT OF MAGAZINE CLASSIFIED ADVERTISING.

THE CLEANING OUT PROCESS AND
ITS RESULTS—FAKERS AND EX-
AGGERATORS NOW BARRED—THE
KIND OF COPY THAT SELLS GOODS
—ADDRESS BEFORE TEMPLE COL-
LEGE, PHILADELPHIA.

By Roger J. Silvia.

Of *Everybody's Magazine*, New York.

The principal value of clean classified advertising—the other kind is unfit for discussion—is right here: readers actually search for the classified advertising section of publications that censor their advertising.

The small advertisement was originally inserted with the *hope* that it would be seen. This hope apparently not being realized, the classified plan was invented and then the small advertiser *expected* his advertisement would be seen. Now he *knows* it will be seen because, from the time when his advertisement might by *chance* be seen, we have advanced to a time when people search the pages of a publication for it.

I will make here a statement that any one who is familiar with the value of both display and classified advertising will corroborate: a four-line advertisement with good copy and a good proposition behind it, inserted in a publication having an established classified section that has passed the experimental stage, will bring results to an extent that, could they be obtained in proportion, a page display advertisement in the same magazine would simply *swamp* the advertiser with business.

I say these things as a principle. I want to establish in your minds the fact that classified advertising, like everything else, had its beginning, its development, and is to-day a clearly recognized institution in legitimate advertising.

The very first lesson we had to learn was to distinguish, and, as far as we could, extinguish, the faker. He was worse than the plague of locusts. For a while we turned down several times as

much business as we could accept. Occasionally one of this gentry would slip one over on us. Finally the fakers got wise. Between ourselves and our readers we have managed to convince them that we don't want their money.

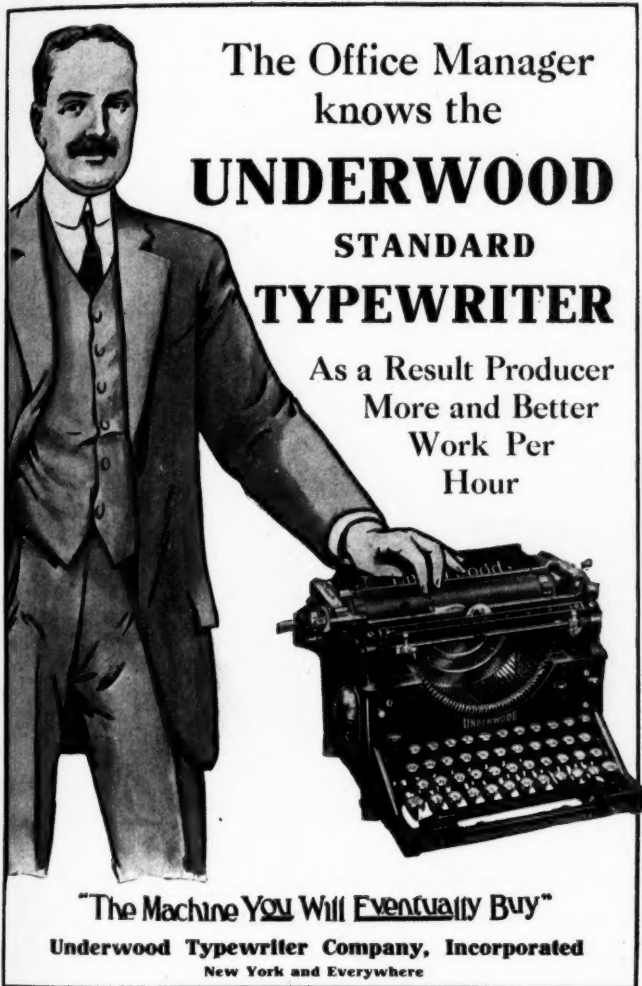
Our next task, then, was to curb the exaggerator, the fellow whose mistakes are of the head instead of the heart. However, so far as appearances and results go, the consequences are equally painful—so he, too, had to go with the others.

Classified advertising in magazines was originally conceived, purely, solely and absolutely, as a campaign of education.

The object was to lead the little fellow into the light and then let him grow, to give him an introduction to publicity through the classified department, educate him to its value, and finally graduate him from the classified department to be a display advertiser.

We admit that our efforts were not altogether altruistic. We expected the crumbs we were casting upon the waters would be returned to us in large slices—buttered.

The regular commission allowed to recognized advertising agencies on display advertising is 15% and 5% discount for cash. On classified advertising we had to cut this to 10% with no discount for cash. Under the circumstances, we could not expect the advertising agencies to become enthusiastic over classified advertising, but to their credit I will say that they have never turned us down because of the smallness of the commission, even though they knew that a better commission could be obtained by placing the business somewhere else. But, wise people that they are, they can see further than the ends of their noses, and they realize that the ultimate good thing for them could come only through results to, and the growth of, the advertiser, which consideration always points to the selection of the medium that will bring the best results, under which conditions the present commission must necessarily be a secondary consideration.

The Office Manager
knows the

UNDERWOOD

STANDARD TYPEWRITER

As a Result Producer
More and Better
Work Per
Hour

"The Machine You Will Eventually Buy"

Underwood Typewriter Company, Incorporated
New York and Everywhere

A VITAL ANALYSIS OF THE SOUTH.

WHAT THE PAST TWENTY YEARS HAS BROUGHT FORTH, AND WHAT IS COMING IN THE NEXT TEN YEARS—THE CITIES AND STATES OF THE SOUTH AND THEIR TRADE POSSIBILITIES.

By James M. Thompson,
Publisher, New Orleans Item.

If the inquirer is of a statistical turn of mind and desires to get the figures of the South's growth in the past twenty years and the statistics and figures of the South's growth in wealth in the past twenty years, the writer of this article will refer him to the excellent compilation of figures presented annually by the *Manufacturers Record*, of Baltimore, and to the various special editions issued by Southern newspapers from time to time. The census returns we have always with us.

These are not particularly interesting except that they bear out the general statement which may be made that the South of twenty years ago was very much in the position from the standpoint of wealth and of development of the South of ante-bellum days. So it might be said that starting twenty years ago the modern South began to develop and from that time to the present time the South has increased in wealth until its values to-day are greater than all of the values of the United States at the beginning of the Civil War. Its population is not so great as was the population of the United States at the beginning of the Civil War, and as some ten million of the present population of the South consists of negroes, who have little or no wealth, the per capita of wealth of the average white Southerner is to-day very much greater than the per capita wealth of the white Southerners of ante-bellum days.

Twenty years ago cotton was five cents a pound, with rather a limited market; cotton could be produced at that time without loss at five cents per pound. To-day cotton sells between ten and four-

teen cents per pound, giving the Southern farmers almost a half billion net profit per year. The crop has increased by millions of bales and the world's demand for cotton is increasing faster than cotton can be grown. Only one staple ranks ahead of cotton in the value of its product, that staple is corn. A large part of the corn crop of the United States is raised in the South and more is being raised every year.

The South of to-day is pretty well in the hands of a generation which has been born within the forty-four years which succeeded the Civil War, so the average present-day Southerner has no losses to charge against the war, and, in spite of the prevalent idea to the contrary in the North and East, he has no more time to waste on sectional thought and talk than have the rest of his American fellow citizens.

The writer has had the opportunity of becoming personally acquainted with almost every section of the United States, has made some study of the economic development of the United States and can say unqualifiedly that the present-day South is not only the newest part of our country but is the best part of our country in its outlook for the next ten, twenty or thirty years.

One will find very much the same conditions in the South to-day as obtained in the Middle West twenty years ago. There is a large, prosperous population that has not completed the settlement of a very rich country, it is accumulating capital at a rapid rate, is building up manufacturing enterprises and is prospering through the development of natural resources. Twenty years ago such cities as Norfolk and Richmond, Virginia; Charlotte and Raleigh, North Carolina; Columbia and Charlestown, South Carolina; Atlanta and Savannah, Georgia; Jacksonville and Tampa, Florida; Mobile, Montgomery and Birmingham, Alabama; Knoxville, Memphis, Chattanooga and Nashville, Tennessee; Jackson, Mississippi; New Orleans and Shreveport, Louisiana; Austin, San An-

tonio, Galveston, El Paso, Dallas and Fort Worth, Texas, and Oklahoma City, Oklahoma, were scarcely taken seriously as great American business cities, the terminals of vast railway systems and as manufacturing and distributing points and as seaports. With two or three possible exceptions they ranked as American cities or towns of either the third or fourth class. To-day each of these cities has an importance which calls it readily to the mind of any one who attempts to secure a comprehensive idea of the importance of American cities.

Take these cities to-day and compare them in population, wealth and resources with a similar number of American cities in the Middle and Far West of the United States twenty years ago. Figure that the already settled parts of America are creating surplus population and surplus wealth at an enormous rate, figure that the South contains the largest geographical area of any section of the country, that it is more solid and more prosperous to-day than any other section of the United States was twenty years ago except the metropolitan districts, which include New England, New York and Philadelphia, and you can gain some idea of what the South is going to do in the next ten and in the next twenty years. Memphis is going to be larger within the life of the next generation than Cleveland, Ohio, is to-day. Norfolk is going to be a more important city in twenty years than Baltimore was twenty years ago; Atlanta should double her population within this time and should become a more important manufacturing and distributing point than is Cincinnati or Detroit to-day, and should resemble St. Louis in its development. Jacksonville must grow and the cities of Tampa, Mobile, Gulfport, New Orleans, Port Arthur and Galveston will have that assured future on the completion of the Panama Canal which comes to seaports which are the exporting and importing points of a vastly wealthy country.

The Gulf of Mexico has been

The MEMPHIS NEWS SCIMITAR

is steadily forging to the front. "Every month shows a gain." The gratifying part is that the gain is always greater than that of any other Memphis paper.

The *NEWS-SCIMITAR* has changed the Memphis situation.

Memphis advertisers appreciate this and foreign advertisers follow the example of the local people. Investigate the Memphis situation carefully before you place your order—to do so means the use of the *NEWS-SCIMITAR*.

"Advertising that pays grows, advertising that grows pays."

PAUL BLOCK, Inc.
Mgts. Foreign Advertising
NEW YORK BOSTON CHICAGO

likened to the Mediterranean Sea; there is some similarity except that the gulf ports are American ports and have in them the American genius for growth and expansion which has not been characteristic of the Latin people. It is a difficult thing to picture the growth of the South to one who has not been South, who has not studied it and has not absorbed a knowledge of its conditions. Twenty years ago there was practically no Oklahoma City; now one newspaper is published in Oklahoma City which has a circulation in excess of 30,000 copies a day, the wealth of the crops of Oklahoma and the heavy increase in values there will be mentioned in the statistics of the next census. This state, which had no population to speak of twenty years ago, has over a million and a half to-day. Who is there that will predict that ten years from now Oklahoma will not be as rich and populous as was the far-famed state of Iowa ten years ago?

Texas alone raises several hundred millions of dollars' worth of cotton a year. If one journeys through Texas he will be told astounding tales that are true of the growth of cities almost over night, of the great wealth of its prairies, its uplands and its lowlands, of its herds of cattle, of its work farms and of its timber dealing. When you go west and northwest of Texas you travel through deserts to the Pacific Coast.

There is not an acre of land in the state of Louisiana that cannot be cultivated if its woodland were cleared off or if it were drained. The land itself is the richest in the world, yet scarcely ten per cent of it is under cultivation. I will use Louisiana as an illustration because it is typical in a way of the growth that is going on everywhere in the new South, a growth little advertised and almost unknown. Twenty years ago you could buy Louisiana cypress lands for seventy-five cents or a dollar an acre, these lands are now worth from seventy-five to one hundred dollars an acre. The clearing off of these lands and other lumbering operations results

in a fifty million dollars a year lumber output for the state and leaves the class of land for cultivation which will be more valuable when put under proper tillage than it ever was when it was used for timber land. It happens that the value of the product of cultivated land in Louisiana is greater than that of any land in the United States, yet between eighty and ninety per cent of the acreage of Louisiana is not under cultivation. We read of the wonderful stories of irrigation in the West. There is one man in Louisiana who owns an area of swamp land greater than the total area of the state of Delaware, some million two hundred thousand acres. This land can be drained and reclaimed for a cost varying from twenty to thirty dollars an acre; it sells to new settlers for from seventy to ninety dollars an acre and can produce better crops than old lands used for sugar raising which are worth from one to two hundred dollars an acre. Yet every one of the ten millions of acres of swamp land in the state of Louisiana can be reclaimed and much of this land which now sells for from one dollar to two dollars an acre is going to be worth one hundred dollars an acre in the next ten years. The rate at which this is developed will simply depend upon the amount of outside capital which comes in and the number of people who will come in to settle the land.

(To be continued.)


D
ACCURACY
D

Designers & Writers
to his Majesty the
American Advertiser

The Shot that Hits
is the Shot that counts.
"BUKEY" Designs
and Copy Hit the Eye
and cause the Mind
to act—They say some-
thing, and—mean it.

(Samples for the asking.)

J.J. Bukey Art Service
University Building
WASHINGTON SQ., NEW YORK



DOUGLAS, OF SHOE FAME, AND THE PERSONAL ADVERTISING IDEA.

THE SPREAD OF THE PERSONAL ELEMENT IN ADVERTISING—A QUARTER OF A MILLION SPENT A YEAR TO ADVERTISE DOUGLAS AND HIS SHOES—NEWSPAPERS USED EXCLUSIVELY—THE DOUGLAS IDEA.

By A. Rowden King.

A couple of years ago, when there seemed to be a general fad for playing up the advertiser's face, and an additional impetus had been given by the breaking out of Gillette of Safety Razor fame, into pulchritudinous propaganda a well-known agency had a rather perilous half hour with a large advertiser. This advertiser wanted, too, to perpetuate his face in his ads, but as his face wasn't of the kind that would either adorn or induce people to open their hearts, it was the unlucky mission of the agent to break the news gently. It induced a few fireworks, but the advertiser was a good business man and he put Satan behind him.

Wasn't it Dr. Woodbury's decapitated head, minus even a neck, which used to greet us on every hand in the advertising pages, together with the statement, then amazing, that a cool million dollars had been spent in advertising it? There is another advertiser who has spent far more than a million dollars upon ads carrying his head (including his neck and shoulders) who is to-day paying for advertising at the lively clip of \$225,000 a year—a million every four years. He is W. L. Douglas, Massachusetts' well-loved ex-governor, statesman, and shoe manufacturer.

Personality counts for a deal in advertising, a fact proven time and again. It is because human interest is the same the world over. There is at present a whole battalion of mail order advertisers in the West who have discovered that the personal ele-

ment injected into the advertising has secured greater confidence than could otherwise be secured. Someone in New England once wrote "Chase, the Paint Man," who was one of the earliest to develop the method, that his face looked so good and true that he was sure he must be a Christian gentleman who wouldn't fail to give a square deal! Others told him that he looked like their long-lost or long-dead son, while women waxed sentimental over him.



PRICE

A million pairs of shoes can be made at much less expense per pair than a thousand. I buy my leather in such immense quantities, and manufacture shoes on such a large scale that I can afford to make better shoes for the same money than many others. This explains why a W. L. Douglas \$3.50 shoe for men is the equal of most \$5.00 shoes and why my \$4.00 shoe is absolutely the best on earth for the money.



W. L. Douglas \$4.00 GILT EDGE SHOE cannot be equalled at any price
W. L. Douglas \$3.50 Men's Shoes \$1.75 and \$2.00
FAST COLOR EYELETS USED EXCLUSIVELY. CATALOGUE FREE
W. L. DOUGLAS, BROCKTON, MASS.
BALTIMORE STORE, 123 NORTH HOWARD STREET

W. L. DOUGLAS
\$3.50 SHOE FOR MEN

ONE OF A SERIES OF STRONG NEWSPAPER ADS.

The reader of advertising often is intellectually convinced by the statements in an ad, but is deterred from action by an uncertainty of confidence. This the photo can sometimes remedy. It is an irony of fate, however, that a few of the most appealing countenances used in advertising have proved untrustworthy and sinister. In other cases it has been a flat failure for some propositions. But, nevertheless, it is safe to say that the public is not nearly as interested in the number of feet of wire on some elec-

trical device invented by Thomas Edison as it is in Thomas Edison himself, the man who has accomplished the things. And every little bit the public learns about Edison simply serves to whet its appetite and desire for more.

W. L. Douglas has always been a believer in the personal factor as applied to advertising. His shoe business was established July 6, 1876, being the first in the field of the present great number of specialty shoe manu-

along without scarcely any delay.

Since that time hundreds, perhaps thousands, of letters have been received similarly addressed, each sender no doubt actuated by the thought that he was doing something entirely original. Of late years a post-office ruling against such "insufficient addresses," as they are in this case inaccurately classed by the department, has been aimed at this sort of thing. But, even still, an envelope so addressed will slip through the hands of Uncle Sam's men.

Ex-Governor Douglas tells any number of stories of how he has been recognized in out-of-the-way places scores of times as the result of his style of advertising, in spite of the fact that he looks to-day not a little grayer and older, though, to be sure, still as sturdy. It was not long ago that he and Mrs. Douglas made a trip through the Canadian Northwest. One morning found them starting out from a small town in Alberta Province, Canada, on the train for Vancouver. Just as the train started, the governor turned to his wife and said: "Oh, dear me, I forgot to get a paper." There was absolutely no indication about either of them to reveal their identity. But a man in the seat in front, overhearing the remark, turned quickly as you please to them and said: "Here, take my paper, Mr. Douglas; I have another." Later developments showed that the man had recognized the veteran shoe manufacturer on the basis of his ads.

As proof of the fact that the Douglas method of personal advertising has paid and paid well, the following statistics may be of interest: This shoe concern has twenty stores of its own and 300 dealers in New York City alone. It has seventy-six stores altogether and 11,000 agents. For the making of Douglas shoes a grand total of 1,860,000 animals of various kinds are slaughtered a year, or thirteen a minute. As many as 2,945 hides are required a day for shoe tops alone. A steer must be slaugh-



MATERIAL AND WORKMANSHIP

Examine carefully a pair of W. L. Douglas shoes. Ask questions. Note the uniform fine quality of the leather. Every inch of it has been tested for defects. All my shoes are made by painstaking, experienced workmen, who are paid only for the perfect shoes they turn out. This is one reason why W. L. Douglas shoes for men are better than others. They are critically inspected for flaws at every stage of construction. My name on a shoe means durability, comfort, economy. Price, \$3.50.



W. L. Douglas \$4.00 GILT EDGE SHOE cannot be equalled at any price
W. L. Douglas Best Shoes \$1.75 and \$2.00
FAST COLOR EYELETS USED EXCLUSIVELY CATALOGUE FREE
W. L. DOUGLAS, BROCKTON, MASS
BALTIMORE STORE: 123 NORTH HOWARD STREET

W. L. DOUGLAS

\$3.50 SHOE FOR MEN

ANOTHER AD OF THE SAME SERIES.

facturers. Mr. Douglas' specialty at that time was a \$3 shoe. He began advertising in 1883 and from the very first used his picture in his ads. To-day there hangs in the office of Frank L. Erskine, the Douglas advertising manager for the last nineteen years, a frame in which is an envelope. The latter was received in 1885 from Quincy, Mich., two years after the Douglas advertising started. The only address upon the envelope is a picture cut from a Douglas advertisement and pasted on. It came

Get Out of the Doubtful Class

"How about ? I don't see their advertisement in FARM, STOCK AND HOME, so am in doubt about their standing."

There is not a week passes that FARM, STOCK AND HOME, Minneapolis, Minn., does not have to answer this question many times.

When YOUR advertisement appears in FARM, STOCK AND HOME you are out of the doubtful class.

FARM, STOCK AND HOME's subscribers KNOW when they see an advertisement in FARM, STOCK AND HOME that the firm and goods are both RIGHT.

Remember you can buy 100,000 of this kind of circulation from 40 cents down to 36 cents per agate line.

would be available for customers at all of its stores. It didn't take the Douglas people long to appreciate their opportunity in this and to put ads before the public far and wide, emphasizing the fact that those who wear Douglas shoes do not require the services of a chiropodist, free or otherwise. The rival shoe manufacturer has since admitted the grave mistake in the move he took.

The Douglas method of establishing agents has been on the principle of one agent for every 50,000 population. A town of 100,000 population can usually get two Douglas agents, but these are usually picked where they will not be together, thus avoiding cutting each other's throats. In the selection of locations, especially when it comes to the concern's own stores, the general rule is to go to districts where other specialty shoe manufacturers have centered. The tendency for all the specialty shoe manufacturers to cluster their stores is evidenced in a half dozen or more places on Broadway, New York, alone. This is on much the same principle that an enterprising department store can usually do better if located in the heart of the department store district, rather than isolated somewhere else where there are no others.

Recently a series of six Douglas ads were run which are considered one of the most successful ever put out. It dealt, in rotation, with such separate shoe elements as Price, Style and Finish, Comfort, Material, and Workmanship, Our Immense Stock, Wear, etc. It was not a "pretty" series. It just seemed to have a homely, honest appeal to the great middle class, where lies the Douglas field of sales.

Starling H. Busser has been elected a director of the George Batten Company, advertising Agency, New York.

The Chicago Advertising Association entertained President Comiskey, of the Chicago American League baseball team, at luncheon June 23d.

New Jersey's only Free City

Free of the metropolitan influences which dominate the northern and southern extremities of the State

IS TRENTON

Because of its isolation, the prosperous condition of its many diversified industries, the tremendous **pulling power** of its leading paper—the Evening Times

Trenton Has Proved

To be one of the best **try-out** and **repeat** cities in the East.

In local display—The Times carries all—many accounts exclusively.

In classified—The TIMES is the medium.

In foreign advertising—The TIMES carried over 200 accounts last year.

A growing city. Million a month **PAY ROLL**.

**An Independent Daily
20,000 Circulation**

Let us tell you more about Trenton.

Sample copies—rate cards—**sworn circulation**—distribution of circulation on request.

C. F. KELLY & CO.
Metropolitan Bldg., N. Y. City.
Peoples' Gas Building, Chicago.

STIMULATING THE INDIVIDUALITY OF SALESMEN.

NATIONAL CASH REGISTER COMPANY
METHODS OF "GINGERING UP"
SALESMEN — BUSINESS DOUBLED
AND MORE BY A PRIMER FOR
SALESMEN—THE BUYER'S VIEW
POINT—RESOURCEFULNESS — AD-
DRESS BEFORE NEW YORK SALES-
MANAGER'S ASSOCIATION.

By *Edmond D. Gibbs,*

(Salesmanager of Ketterlinus Litho-
graphic Mfg. Co., Philadelphia.)

[NOTE: Mr. Gibbs, for several years with the National Cash Register Co., was the editor of its first "Primer and Manual of Salesmanship."]]

One of the National Cash Register salesmen, I discovered a few years ago, was not selling annually over \$10,000 worth of the machines. This was small. I made up my mind to find out the trouble. I made a call with him upon a "prospect" and proceeded to watch his selling methods.

I was not long in finding where-in he failed. He had strength and forcefulness, but he was "fresh." His overweening manner offended the possible buyer and he was accordingly closing only a fraction of the sales he should.

I took him over to the hotel and frankly told him that what he needed was the truth, plainly spoken. I pointed out his vital defect. He took the criticism in good part.

To-day that man is, I understand, one of the five best salesmen in the employ of the National Cash Register Company. By developing his individuality, by leading him to drop objectionable methods and to train his strong points, we made him into a salesman who is extremely valuable.

The National Cash Register Company's school of sales training started small. There were perhaps six or eight salesmen in the first school sessions on the lawn in Dayton. To-day there is a school in every large city in this country and many abroad.

I must confess that some of the salesmen did not take kindly to the "Primer," when it was

first brought out. As the focus of selling ideas contributed by salesmen, I gathered suggestions together and put them in book form. We made it a rule that salesmen learn this "Primer" by heart.

We were immediately met by the objections from salesmen that such a learning was the rote method of selling. We did not expect that our men should reel off the selling talk in the book like a parrot. But there were certain fundamentals of spirit and method in the book which could only be absorbed by the salesmen by a committing to memory.

In the training school it has been the attempt to make strong the effective selling ways of each salesman. We could do this only by being absolutely honest and telling the salesman his faults. Do not understand that we tried to make salesmen by rule of thumb. You can't turn out salesmen as you turn out furniture parts from a lathe. The National Cash Register Company desires that its salesmen shall sell in their most effective way, keeping in mind the indispensable features of the company's selling policy.

The training school doubled the business the first year and the next showed an increase of 140 per cent. This improvement was due to developing the men individually.

A salesman's success hinges on his mental and physical characteristics. He must know his goods and how to approach the buyer; he must also have good appearance and personal force. Good health is a necessity.

Tact and resourcefulness must be highly developed—especially resourcefulness. I recall the experience of a salesman for a roofing company, who was doing his best to sell a large order to a prospect. But his argument was met with a final: "I shall give my order to the local dealer."

That night the salesman was trying to recall any point which he had failed to press home. He remembered the reference to the dealer. What was that dealer's financial condition? Investigation

SOME FACTS WORTH KNOWING ABOUT WASHINGTON, D. C.

The circulation of The Star, both daily and Sunday, is greater by many thousands than that of the other Washington newspapers.

The circulation supremacy of The Star is undisputed.

The net circulation of The Evening Star is over 50,000 (maybe a little less in the coming dull days), a gain of about 15,000 over that of the corresponding period of a year ago.

This net circulation is all in one edition—no forenoon editions nor night editions—no duplication of circulation.

For many years The Star has enjoyed an unquestioned advertising supremacy in Washington—other papers have competed for second place only.

Surprising as it may seem, The Star prints more display advertising, month by month, than any New York or Chicago newspaper.

And there's a reason.

The Star covers Washington from an advertiser's viewpoint as no other city is covered by a single newspaper.

In Washington about everyone who reads at all reads The Star.

THE EVENING STAR

(Daily and Sunday Morning)

WASHINGTON, D. C.

New York Representative
DAN A. CARROLL
Tribune Building

Chicago Representative
W. Y. PERRY
First Nat'l Bank Bldg.

showed that the dealer was worth perhaps \$10,000. The next morning the salesman went back to the prospect and reopened the subject. He asked him if he thought that a dealer who was worth \$10,000 was in position to make good, fifteen or twenty years hence, a fault in any roofing sold. The company the salesman represented gave a guarantee running over a long period of years and, moreover, was in financial position to make this good at any indefinite time in the future. The prospect was impressed and after satisfying himself that the argument was sound, gave the persistent salesman his order. That is what I mean by resourcefulness.

O. C. Harn, advertising manager of the National Lead Company, told the Ketterlinus salesmen, in a talk from the buyer's viewpoint, that he never bought of a solicitor who came to him with a nebulous proposal. But if the salesman put up to him a thoroughly worked out proposition, instead of a general question like, "Do you want any engraving done to-day?" he gave that proposition thorough consideration. Therefore, I say to you gentlemen, try to look at the subject from the buyer's point of view. Your own tactics will often benefit thereby.

In selling, we taught our salesmen to be careful and secure the undivided attention of the prospective buyer. At one time it was our practice to demonstrate the cash register in any surroundings that happened. But we finally hit upon the idea of our "demonstration room." We would take a merchant to a room which we had prepared. All calendars were taken from the wall; there was no clock, to remind the visitor that perhaps he was missing an appointment. Every article in the room was there to help focus the attention of the merchant upon the cash register, which was placed under a bright and steady light. This was not trickery. It was a fair taking advantage of the laws of attention. Specialty salesmen particularly may remember this to advantage.

What concentrated ability in the selling field will do for a man is evident in the case of my friend, Hugh Chalmers. Mr. Chalmers was receiving \$72,000 a year when he resigned. The president of the company offered his salesmanager \$90,000 if he would remain. But Chalmers believed he could make more money if he should go into business for himself. Besides he would be freer to work out his own sales ideas.

In the first year in the automobile business I am informed he made three times his salary at Dayton. At the rate he is going I confidently believe he will be a millionaire in less than five years.

Good ideas of salesmanship made the National Cash Register Company what it is. Only \$28,000 of outside money was put into the proposition in the beginning. To-day the concern is doing \$1,500,000 a month—a result, in part, of developing the individuality in salesmen.

I am reminded here of a peculiar statement made to me by Mr. Patterson, the president of the National Cash Register Company. He said: "I can get all the material I want. I can train my salesmen, by grouping around me men of ability. I must have my time to develop advertising and the larger policies of selling."

This school of salesmanship, by developing the individual strength of the men, made every member of the cash register sales' force a very efficient man. He was never afraid to face the world after he had had the training given him at Dayton. He was able to cope with the hardest kind of a selling proposition.

I want to say a word about salesmen's conventions. Nowadays too much time is given up in them to unimportant topics—riff-raff subjects which are not vital. I urge that real, stiff selling problems be brought up for discussion. Have well-known selling authorities speak before you.

The present day practice among managers is to tell their troubles to one another—to discuss among themselves the pressing problems.

The new way of running a business is to ask others and tell others. Problems in this way may be solved that would not yield to individual and unconcerted efforts.

F. W. Harwood, of The Thomas Cusack Company, located at Omaha, has resigned, taking effect July 1st. He is now associated with the I. A. Medlar Company as business manager of *The Omaha Daily Hotel Reporter* and *The Midwest Hotel Reporter*. Mr. Harwood has been secretary of the Omaha Ad Club for the past two years, and is

chairman of the Convention Committee which is arranging for the National Convention.

Louis G. DeArmand, an advertising writer of Davenport, Ia., for several years, has accepted a position as secretary of the Janesville, Wis., Industrial and Commercial Club. The Janesville Club has a committee of fifteen business men who are out to make Janesville progress. As Mr. DeArmand is an advertising man, there is every likelihood of Janesville entering the ranks of cities that believe advertising pays. Frank W. Skinner will take over the office and accounts of Mr. DeArmand's office.

Wherever magazine readers, or lovers of good literature congregate in this wide Dominion, there you'll find

The Canadian Magazine

(The National Medium)

Strong, aggressive and worthy rivals have entered the field, but the unbiased and the ablest admit that The Canadian Magazine is the "Premier" of all class and periodical publications issued in the Dominion. It excels many and rivals the best big magazines of both England and the United States.

Shrewd advertisers know that The Canadian Magazine has a national circulation—that its readers are the best buyers in Canada. A glance at our advertising pages emphasizes the fact.

Eastern U. S. Representative,
RALPH D. WHITING,
Temple Court, New York.

Western U. S. Representative,
HENRY DECLERQUE,
Schiller Bldg., Chicago, Ill.

The Canadian Magazine, Toronto, Can.

Dead Heats Are Comparatively Rare

IN almost every test of skill one man is found a little better than the other—sometimes vastly better.

The principle applies in circular letter writing.

Your own letters may be the best—but the only way to be sure is by a *comparative test*.

Once we break through the crust of skepticism, and get a man to try our letters he *keeps using them*.

Our best customers are those we had to convince by results.

The Business Development Company of America

"Writers of Letters that Pull"

119 NASSAU STREET : NEW YORK CITY
Established 1901 Phone Cortland 5374

COMFORT Reaches 46,000 Homes In OKLAHOMA Which is Mighty Significant

because in this youngest, snappiest, most progressive state, already rich and gaining fastest in wealth and population, and whose inhabitants represent the most enterprising element of every state, COMFORT'S ratio of circulation to population is nearly twice its average ratio for the entire country.

The Wealthy Pioneers

now surely wealthy in the possession of the valuable properties which their enterprise and energy impelled them to seek out and develop in the new land of promise, were largely COMFORT subscribers ere they left their old homes to better their condition, and they brought COMFORT with them from every state, almost every county in the Union.

COMFORT is the magazine of the thrifty, enterprising, pro-

The Landlord Indians

individually rich in their private allotments of agricultural lands, with a big public school fund and undivided mineral lands valued at a hundred million dollars and still held as tribal property, invested with full citizenship, civilized, educated and aspiring to possess all the accomplishments and amenities of civilization, cherish COMFORT as highly as do their pale-face neighbors.

Miss Oleta Littleheart, of Sulphur, Oklahoma, the Chickasaw



condition, and they brought COMFORT with them from every state, almost every county in the Union.

COMFORT is the magazine of the thrifty, enterprising, progressive, aspiring, intelligent people in the towns and on the farms.

The ratio of COMFORT'S circulation to population in almost any section is a pretty fair barometer of the enlightenment, progress and prosperity of the "plain people."

The enterprising, empire-building pioneer

Takes COMFORT with him to the most remote frontier;

Thus with the star of empire, on its westward way,

COMFORT keeps pace, her banner plants, extends her sway.

Forms close 15th of month previous to date of issue.

Apply through any reliable agency or send direct to

NEW YORK OFFICE:

1105 Flatiron Bldg.

WALTER R. JENKINS, Jr., Representative,

W. H. GANNETT, Pub., Inc.

Augusta, Maine

CHICAGO OFFICE:

1636 Marquette Bldg.

FRANK H. THOMAS, Representative

aspiring to possess all the accomplishments and amenities of civilization, cherish COMFORT as highly as do their pale-face neighbors.

Miss Oletha Littleheart, of Sulphur, Oklahoma, the Chickasaw Indian lady, who posed in the ancient costume of her tribe for this picture, is the author of the two interesting novels "The Lore of the Indian Country," and "Count Henri De Ferris and Juanita Lightfoot." She is a loyal subscriber to COMFORT and an occasional contributor to its columns.

July COMFORT Carries 86% More Ads than a Year Ago

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

ADVERTISING TO THE LATIN-AMERICAN.

MEXICO NEWSPAPER, ADVERTISING
AND TRADE CONDITIONS—CONDI-
TION OF COUNTRY AND PEOPLE—
GERMAN MERCHANTS EVERY-
WHERE—SOUTH AMERICA A FER-
TILE OPPORTUNITY.

By Charles H. Post,

Advertising Manager of F. W. Devoe
& C. T. Reynolds Co., New York
(Paints, Varnishes, etc.).

Mexico and all South America
are to-day ripe for a vigorous in-
vasion of the American advertis-
ing manufacturer.

The leading merchants in the
larger cities of our neighboring
Republic of Mexico are Germans.
But they belong to a type of Ger-
man that needs scare no one—
least of all the courageous Amer-
ican business man. The German
who figures so largely in the
wholesaling and retailing indus-
tries of Mexico is of the old type.
He simply passes the manufac-
turer's goods on to the consuming
public in slot machine fashion.
He does not create demand as we
understand it in the United States,
and I doubt if he would be able
to do so. It must be understood,
of course, that there are many
native Mexican manufacturers
and merchants. Mexicans may be
found particularly in the clothing
lines. They have good stores,
good sales methods and, more-
over, are courteous and attentive
to the salesman from the United
States.

The Germans, however, play a
leading role, and my recent four
months' trip through Mexico con-
vinced me of the genuine oppor-
tunities awaiting the pushing ad-
vertising American who would
compete with them. It is a pity
that men from the United States
have almost altogether gone into
mining instead of engaging also
in business.

I left New York in February.
I had been studying the Mexican
newspapers at a distance. I
thought I knew something about
Mexico's trading conditions and
of the influences that give demand
to an article of merchandise. But

I had not been in Mexico three
days before I realized how awfully
little I had known. Like all new-
comers in a country which they
had only known from the map,
the bigness of the land amazed
me. The distances were bewildering.
I would travel for twelve
hours from one town to another,
when these places looked ab-
surdly close together on the map.
I was as much overcome by the
actualities of distance as is the
European who comes to America,
expecting to ride from New York
to Denver during the fog end of
an evening.

I ranged from Monterey to
Mexico City and down the con-
tinent to Panama. I was there
to study trade and advertising
conditions, and my discoveries at
every step caused curious mod-
ifications of my previous impres-
sions.

Mexico is two thousand miles
from its northern border to the
line that separates it from the
Central American Republics. To-
day that vast territory, and the
people living in it, *may be covered,*
as far as Devoe paints are con-
cerned, by advertising in twenty-
five newspapers. It must be re-
membered, of course, that our
firm appeals only to the property
owning class.

I may go farther and say that
the bulk of the buying population
can be reached by the use of as
few as half a dozen newspapers.
Indeed a manufacturer can ac-
complish a great deal toward
securing trade in all of Mexico
by using just three dailies in
Mexico City—the *Herald* (Eng-
lish), the *Imparcial* and the *Diario*
(both Spanish). But it is best
to back up the advertising in the
Mexico City papers by space in
papers of smaller cities. These
three papers radiate all over the
Republic. They will reach the
majority of possible consumers.
Certainly, the Mexico City *Herald*
will be seen, one day with an-
other, by fully three-quarters of
the Americans of the country.

To understand why these pa-
pers from one city, in a country
so large as Mexico, can perform
this unique advertising service,

one must appreciate the social influences that are operating.

The population of Mexico is divided into the wealthy and the poor—the property owning class and the peons. There is almost no middle class, which is the salvation of any country. In America it is the great middle class that at once furnishes the goods and most of the demand.

The social gap is strikingly evident to the visiting American. The upper class have no cares. Their social status keeps them well to do. On the other hand, the peons are miserably poor. They are laboring in conditions of poverty worse than the most grinding kind you can find in the United States. Peons earn thirty cents a day, Mexican, and it is said that they can live on six cents a day.

What chance is there to sell trade-marked goods to people like this? They have little clothing, and live on beans and corn-meal. The most dynamic newspaper advertising in the world would pass over their heads without causing them to wink an eyelash, much less to spend a cent.

It is their plight which explains the shockingly small number of newspapers in the country. Few of them can read. They live from hand to mouth and seem to be happy doing that.

But there is one kind of advertising that reaches them. That is advertising by signs and the posters. They admire gorgeous colorings and illustrated ads. They will study for minutes together a sign that has been designed particularly to interest them. Circulars are used, particularly by medicine concerns. The children are able to read them.

One of the things the peons buy most of is medicines, particularly cough medicines. Hygienically, their condition is in as poor a state as is their morality. Indeed, the prevailing lack of health may be attributed partly to poor morals.

A manufacturer of trade-marked goods must appeal to the well-to-do of the country. And this class responds intelligently to

advertising that is shaped especially for Mexican purposes.

NO SWORN CIRCULATIONS IN MEXICO.

The Mexican publisher in the smaller cities is very easy in his statements of circulation. By chance, one day, I asked a foreman what his circulation was. I must have caught him unawares, for he said, "Five hundred." The next day I went to the office and put the same question to the publisher. Ready for just such queries, he answered: "Three thousand."

Three thousand is a favorite figure to quote regarding circulation. Whether the actual circulation of the weekly was four or eight hundred, the inflated quotation was usually three thousand. That number seemed to be the height of the smaller Mexican publishers' ambition.

While President Diaz has brought the country from chaos to order, his influence upon publishing has been in one way very curious. The smaller cities, many of them, have, or are reputed to have, weekly papers. I inquired about some of them. The merchant would assure me that a paper was published in his town, although he couldn't remember when he had seen it last. The fact of the matter was that some pea-nut politician, to curry favor with Diaz, would announce a paper and publish it "every little while." Its columns would be filled with sycophantic political stuff, composed for the eye of the president. These journals amount to nothing as newspapers, and, accordingly, are worthless as advertising mediums. They may be dropped from the reckoning of an American with Mexican hopes.

As for rates—well, it's a case of bargain. The publisher will get all he can out of you. Advertising has not had the settling and standardizing experience that it has had in this country. Home merchants, when they advertise, can get a rate that is a fraction of that charged the foreigner.

SIX MONTHS' RECORD OF The Indianapolis News

Circulation

January 1 to July 1, 1910

Average daily paid circulation, 1910 . . .	94,161
Average daily paid circulation, 1909 . . .	91,747
Daily average, net increase, over 1909	2,414

Distribution in Indianapolis and Suburbs

City Carriers	43,854
Suburban Carriers	1,984
Newsboys	3,124
News Stands	2,879
Service	470
Total	52,311

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, sample copies and papers sold after day of publication.

Advertising

January 1, 1910, to July 1

Display	11,542.25	columns
Classified	3,153.56	columns
Total	14,695.81	columns
Daily average	94.81	columns
Increase over first six months of 1909 (daily average)	13.52	columns

During the first six months of 1910, the other Indianapolis daily papers, exclusive of Sunday editions (The News having no Sunday issue), printed a total of 9,287.14 columns of advertising. The News having 5,408.67 columns more than all the others combined. Including Sunday editions, the other papers had a total of 13,897.80 columns, The News having 798.01 columns in excess of this.

In the classified (want) advertising, The News easily maintained its long continued supremacy, with a total of 154,167 of these ads, while the other papers (exclusive of Sunday issues) had but 25,319. The News having 58,838 more than the others. Including Sunday editions, the other Indianapolis papers had a total of 128,786, The News having 25,371 more than their combined total.

Eastern Representative
DAN. A. CARROLL
Tribune Bldg., N. Y. City

Western Representative
W. Y. PERRY
1st Nat. Bank Bldg., Chicago

It's a case of "'eavin' 'arf a brick" at the out-landers. I know of one American advertiser who was paying thirty cents an inch as against six cents an inch charged a local merchant. The publisher doesn't like to reset ads. Mexican advertisers think they are doing well to change once a month. The "manana" habit is going strong in Mexican newspaper offices.

Saltillo is the capital of the State of Coahuila, which is much larger than the State of New York. The state has a population of 280,000 and the city 30,000. In all this district there is one weekly, printed at Saltillo. In another city of considerable size there is one daily. The claim is 10,000 circulation. I have reason to believe that the circulation is about 2,400.

It is only fair to give the three morning dailies of the capital city credit for enterprise and relative veracity. They publish good cable and local news, and are getting their advertising upon a substantial basis. B. & G. Goetschel some time ago bought the advertising columns of the *Imparcial*, the official government daily. Controlling this space, they are the rulers of all that goes into it. They make all the contracts. The *Diario* is managed by an American, Mr. Bell. It has stirred the *Imparcial* up to new energies by its enterprise.

MEXICO WANTS BETTER GOODS.

I can say very earnestly, after my studies of Mexico, that the people of that country want better goods—so do the people of all South America. They are feeling the impulse of improvement and they are anxious to better their standard of living. What I advise American manufacturers to do is to deal squarely, first of all, in their export trade. One merchant complained to me that the Americans are often tricky. The drummers would show one grade of goods and the house would deliver another, and a much poorer grade. Such practices must cease, if America is to compete with the honest Germans

throughout South America and Mexico.

Again, the American manufacturer should put Spanish labels on his goods made for the Mexican market. What is the use of advertising in Mexican papers and then sending goods with an English label that the consumer cannot read? The salesman should talk Spanish and circumspectly act the gentleman always.

Many big stores of Mexico are run by Germans, as I have said. These Germans are also jobbers, supplying a host of the smaller stores of the interior. It must not be supposed that these Germans are fanatically against American goods. Our men have sold a good deal of paint to them, after explaining its merits. The German will yield to good business argument. He has gone to the manufacturers of Germany for goods because the American has been negligent.

The following are the papers I would use, in addition to the three morning dailies of Mexico City, in order to cover the Republic for a product sold like paints:

Monterey *News*—English and Spanish edition. These are the leading dailies for Northeastern Mexico.

Saltillo—*Soberina Coahuilense* is a very good weekly, and the only paper published at the capital of a state larger than the State of New York.

The Torreon *Star* and the Torreon *Enterprise* are two good English weeklies, while the *Dio-genes* is the leading Spanish weekly of that city.

Chihuahua has a very good English weekly, the *Enterprise*, also a good Spanish daily, *El Correo*.

Durango has two tri-weeklies. *La Evolucion* and *El Herald*, both good.

Zacatecas, a capital city of 25,000, has but one paper, a weekly called *Correo de Zacatecas*.

Aguascalientes has one English weekly, the *News*, and two Spanish weeklies, *El Debate* and *Revista del Centro*.

Leon, a city of 75,000, has but

one paper, the weekly *Obrero*—a good paper.

Guanajuato has two papers both published from the same office, *La Gaceta*, Spanish, and the *Gazette*, English.

Guadalajara, the second city in the Republic, has a good English weekly, the *Times*, and two good Spanish dailies, *La Gaceta* and *El Riginal*.

Puebla, the third city in the Republic, has one good daily, *El Amigo de la Verdad*. The two Spanish dailies of Mexico City also cover Puebla very thoroughly, having a combined circulation of about 2,000. This gives an idea of how thoroughly those two papers are read throughout the Republic.

In addition to the cities mentioned above, there are, perhaps, a dozen other cities in which it will pay the manufacturer of high grade goods to work. Among them are Celaya, Irapuato, Jalapa, Jerez, Merida, Morelia, Oaxaca, Orizaba, Pachuca, Queretario, San Luis Potosi, Sombrerete, Tacubaya, Tamico, Toluca and Vera Cruz.

These are all cities of more than 20,000 population.

There are also a few other good business towns, but their location is such that it would be very expensive for the salesman to visit them. Take, for instance, the State of Sonora, in the north-western corner of the Republic. To get into that state a salesman would be obliged to go into Arizona in order to connect with the road running to the two principal cities of Sonora.

There are no advertising agencies in Mexico, but there are two concerns which place advertising, B. & G. Goetschel and the Publicity Company of Mexico, both of Mexico City. The latter is managed by an American, Cooper Jackson, who is also business manager of the Mexican *Herald*, and who seems to have a thorough knowledge of the best newspapers throughout the Republic.

Doremus & Co., advertising agents, have moved to 44 Broad street, New York.

A Household Medium

The *American Home Monthly* is a magazine which appeals to housewives.

Each month the magazine contains 40 pages of articles of interest to the housewife, including departments on needlework, home decoration and fashions, besides beauty hints and a generous supply of short stories and a serial, all by well-known and able writers.

We rely on the merits of the magazine to secure readers; they are not enticed by premiums.

At 40 cents a line flat for 100,000 copies monthly, the *American Home Monthly* is a household medium you should not overlook this fall. Advertising forms for the September issue close on August 1st.

Charles H. Ridder
Adv. Mgr.

AMERICAN HOME
MONTHLY

HENRY RIDDER, Publisher

27 Spruce St., New York

QUALITY

A MAN is judged by the company he keeps; an advertising agency by its clients. Our slogan

"Service in Advertising"

is best justified by the importance of the interests which we represent. Some of them:

American Temperance Life Insurance Ass'n.
The only organization of its kind.

Bigelow & Company
Underwriters of \$2,000,000 stock issue of McArthur Brothers Company.

Bond & Mortgage Guarantee Company
The largest mortgage concern in America.

George H. Burr & Company
A high-grade bond house.

Empire State Surety Company
One of the largest organizations devoted to general insurance.

Estates of Long Beach
Offering the greatest real estate proposition ever presented to the American public.

Realty Associates
The biggest real estate concern in Brooklyn, with cash capital of \$5,000,000.

Shore Acres Realty Company
Large real estate operators owning "Beechhurst" and other valuable properties.

Title Guarantee & Trust Company
The largest concern of its kind in the world.

Thompson-Starrett Company
The greatest building organization in existence with \$31,000,000 in contracts on hand.

With numerous other financial, insurance, real estate and general accounts.

This agency offers most complete facilities covering all lines and phases of advertising, with especial experience in the branches mentioned, and in engineering, textile and pharmaceutical publicity.

Believing in our "own medicine," we advertise our new pamphlet

The "Dull Season"

which will be sent free to advertising managers giving their business connections and addresses, upon request; to others upon receipt of four cents in stamps for postage.

Correspondence solicited—a representative will call promptly upon request.

TAE
Siegfried
• COMPANY •

21 Park Row New York

THE VITAL REQUIREMENTS OF GOOD COPY.

FUNDAMENTAL NECESSITY OF
TRUTH-TELLING AND CONFIDENCE-
CREATING—MISREPRESENTING AD-
VERTISERS NOT SUCCEEDING—
PRICE BAITS NO LONGER WORKING.

By William C. Freeman.

Advertising Manager, The New York
Mail.

I don't suppose that my opinion about what is or what is not good advertising copy is entitled to any more consideration than the opinion of a motorman on a Subway train, or that of the conductor on a Broadway car, or that of a stenographer in a bank or business office, or that of the wife or husband or daughter in the home.

As a matter of fact, whatever opinion I have is based on the answers I have received to questions I have asked of men and women and boys and girls about what kind of advertising copy most interests them.

Just because my work is that of advertising promotion does not give me license to put a gold medal on my coat lapel with the inscription, "He is an expert on all matters pertaining to advertising." On the contrary, as soon as a man thinks he has reached "The Expert Stage" in the advertising business, or in any other business for that matter, he is lost forever. He quickly takes membership in "The Down and Out Club."

Now, what I have learned about advertising copy is the following:

1. *It must tell the truth.* The manner of telling it is important because the words written must carry with them absolute sincerity.

To write the truth entertainingly and convincingly requires talent of a high order because it is so much easier to lie, which does not require anything but the most ordinary kind of writing ability.

2. *It must create confidence.* To create confidence one must use the simplest kind of words. They

must reflect the character of the man and the business probity of the firm he writes them for. The public quickly discovers lack of enthusiasm—lack of faith in his own proposition on the part of the advertisement writer. Somehow one instinctively picks out copy that does not ring true.

I have been very busy for several years trying to get a line on good advertising copy, and I have been swayed in my judgment very often because I have seen so many successes reached by lying copy. I have often doubted whether Truth would meet its just reward in advertising, but I do not doubt now. Its reward has come.

All there is to copy, therefore, is to make it attractive to the reader, and this can be done by pleasing illustrations—by type arrangement—by telling a story that is direct and forceful and truthful.

The first qualification that goes with good advertising writing is the writer's character. Then follows ability to write straight from the shoulder.

A man lacking in character will write any kind of copy. He will work for a firm that lacks in business integrity.

No man of character will write for a firm that is crooked, and no firm that's straight will employ a writer that's shrewd or tricky.

Many honest advertisement writers have a hard time of it keeping their clients in the straight path, but they are doing it.

That is the reason that the larger percentage of the advertising done to-day is reliable, whereas the larger percentage a few years ago was unreliable.

Backing up the advertising writing of the present day is the Great Public, which analyzes more thoroughly than it ever did the statements made by business houses through their advertising forum.

I have observed with great personal satisfaction that during the slight local business depression of three months in New York the

firms that have held their own—in fact, have gone a little ahead—are those that have not been lying in their advertisements—those that have now the public's confidence by always pursuing a straightforward course—giving merchandise that was dependable and service that was satisfactory.

And, on the other hand, I have noticed with great satisfaction that the relics of the old spell-binding days have discovered that dynamic explosions of extravagant language, relating to marvelous price slashing, have not made the slightest impression on the public.

Their business has declined, and rightfully so, because it has not been backed up by the kind of advertising copy that gets under the ribs of people—the kind that carries conviction.

My satisfaction over this condition of affairs comes from personal knowledge acquired from people I meet in all walks of life. I ask them questions and they answer me just as they feel. It is fine that so many people—the larger percentage by far—have made up their minds to support business houses that conduct their affairs on the level.

The price bait does not catch the people any more. Truthful statement has taken its place in the majority of cases.

But there is room for improvement yet.

There is a great work ahead for copy writers. There is a great demand for good copy writers, too.

No one man can write good copy for several firms. Advertisers have learned this, too. Each firm now wants a good man exclusively. The price for good men has gone up.

The standard has been raised and it is because the public's demand is for advertising copy that tells the truth and advertising copy that creates confidence.

Thornton Purkis, managing editor of the J. P. McCann Pub. Company, publishers of the *Tourist Magazine*, has resigned. He will leave for a trip to England, and will start in business for himself on his return.

USING THE MAGAZINES FOR TERRITORIAL ADVERTISING.

J. M. Lyon & Co., of New York, who sell diamonds by mail, quite by accident stumbled upon a method of doing territorial advertising through the magazines. This concern tabulates its returns from the periodicals in various ways. It occurred to Victor H. Cohn, the manager, one day that it would be interesting to have a record showing from just what states the different magazines were bringing orders. He devised a card with the name of each state printed thereon. Each magazine was given this card. The orders from the various sections of the country were indicated by dots after the names of the states.

It was then plain at a glance in what state any magazine was the most effective. While this record was of value to J. M. Lyon & Co., in that it showed just what each magazine was doing territorially, its real worth was appreciated when Mr. Cohn decided that it

MEDIUM <i>The Nationalist</i>		MONTHLY YEAR '10	
Repts. 610		Orders 122	
Spec. 4-72		Value \$4450	
Cost \$50		Average Value \$37	
Cost Per Inquiry 10¢		Cost Per Dollar \$1.25	
Ala.	Iowa	Ind.	N. H.
Ark.	Kan.	Ill.	N. J.
Cal.	Ky.	Mo.	N. M.
Col.	La.	N. Y.	N. D.
Conn.	Me.	Ohio	N. V.
Del.	Mass.	Pa.	N. W.
Dist. Col.	Mich.	Rio. Dak.	Ver.
Fla.	Minn.	Wis.	Wash.
Ga.	Mont.	W. Va.	Wyo.
Idaho			
Ill.			
Ind.			

provided the way for him to concentrate upon any section of the United States which the books showed needed development.

For example, if the *Saturday Evening Post* record card showed a preponderance of dots after the states of the Middle West, then by the use of larger space in the *Post* the Middle West could be made to produce more nearly its proper proportion of orders. Or if the dots on the cards showed that the *Red Book* was strong in pulling orders from Texas, larger copy in that magazine was sure to be followed by an increase of orders from that state.

Inasmuch as the manager is able to find some periodical which is especially productive in states where most others are weak, he is able by closely watching his records to do real territorial advertising in the monthlies, a service which has usually been regarded as the monopoly of the dailies.

Gov. Eberhart, of Minnesota, and a big delegation of advertising men from Minneapolis and St. Paul, will attend the meeting of the advertising clubs in Omaha this month. Minneapolis has asked for the convention next year, and St. Paul will join advertising men from the other twin in an effort to land the prize.

Over \$2,500,000

is the value of the land owned and actually farmed
by the owners of the NEBRASKA FARMER

Being a farmer (born and reared upon a Nebraska farm) and a close student of farm papers since childhood, I have long believed that the owners and publishers of farm papers should know something about farming, just the same as the publishers of other technical publications are obliged to have an intimate knowledge, aye, a thorough and complete training in the business which their papers represent.

In support of this belief, I find that the really best and highest class farm papers are so owned and edited. It is encouraging that such is true, though no one who studies the situation could expect it to be otherwise. The publisher must have an intimate knowledge of farming in the territory for which his paper is published, and without that intimate knowledge, editorial merit must be lacking.

That the publication which is best for the subscriber is always best for the advertiser, is an axiom in the publishing business.

I Have a New Claim to Make

A claim that is a claim. One that will hold water and means something. The **NEBRASKA FARMER** is owned, edited, read and published by real farmers. The owners of the **NEBRASKA FARMER** also own and operate over 30,000 acres of land worth more than \$2,000,000. No other farm paper published can make such a claim. Here are the names of some of these **NEBRASKA FARMER** owners and the amount of land they own and operate.

Name.	County.	Acres.	Name.	County.	Acres.
C. D. Ficke.....	Seward	320	Thompson & Benedict.....	Cummings ..	480
G. S. Christy.....	Johnson	80	Wm. Halstead	Brown	160
Gold H. Welty.....	York	160	G. L. Taylor.....	Box Butte....	5,930
Joseph Walla	Butler	200	Ed. Peterson	Kearney	1,760
Mon. Broderick	Clay	1,100	J. D. Graves.....	Nemaha	320
W. F. Dale.....	Lancaster	480	G. W. Hall.....	Cedar	160
E. F. Jackson.....	Lancaster	160	A. B. McDowell.....	Sheridan	1,040
John W. Burrows.....	Sheridan	1,760	J. Tower	Cedar	640
A. P. Olson.....	Saunders	200	J. A. Bodyfield.....	Wheeler	320
H. D. Lute.....	Keith	1,720	F. E. Craig.....	Saline	200
Louis Johnson	Wheeler	880	H. W. Rice.....	Buffalo	160
J. O. Shroyer.....	Richardson..	160	Eph. Peck & Son....	Richardson ..	400
Jas. E. Coupe.....	Richardson..	320	E. J. Brown.....	Polk	320
Walter W. Nott.....	Antelope ..	160	Arnold Martin	Pawnee	20
Sam McKelvie	Clay	2,720	D. A. Friesen.....	Jefferson	320
S. S. Peasant.....	Gage	500	H. C. McKelvie.....	Clay	160

I think this is a claim that is really worth while. It means, at once, that the **NEBRASKA FARMER** has a clientele of farmers who **are farmers**—the leading farmers—the men of affairs in Nebraska. They are boosting for it every day in the week.

We Are Making No Wild Claims about the circulation of the **NEBRASKA FARMER**. We simply say that it has more paid-in-advance, stop-when-the-time-is-out circulation in Nebraska than any other farm paper published. We don't claim to have acquired 100,000 subscribers "over-night." We know how that's done, but we can't serve either our subscribers or our advertisers with that kind of circulation, and I fully believe that the advertiser who is **taken in** by that kind of circulation is "chasing rainbows." It is not substantial. There must be merit, and it can't be found under that caption.

I honestly believe that we (the publishers of the **NEBRASKA FARMER**) know more about reaching the farmers in Nebraska and retail dealers from whom they buy goods than any other concern. We have just completed a 48-page dealers' issue of the **NEBRASKA FARMER**, designed to aid our advertisers who sell through dealers, and we did it without cost to those advertisers. It was a **Ten Strike** alright, but at that it wasn't the whole works.

If you really want to know about Nebraska, ask us.

Nebraska Farmer Company

S. R. McKELVIE, Manager

LINCOLN, NEBRASKA

Chicago Office—Allen & Ward, Boyce Building

New York Office—S. E. Leith, 150 Nassau Street

THE HUMAN ELEMENT IN LETTER WRITING.

NO USE TRYING TO EXTRACT FROM ONE'S MIND SOMETHING THAT ISN'T IN IT—A STAR LETTER WRITER TELLS OF HIS SOURCES OF INSPIRATION.

By Benj. H. Jefferson,

Advertising Manager, Lyon & Healy,
Chicago.

When Bill Nye was in Chicago many years ago he visited our establishment. The next day he wrote us a letter in which he said, in part:

"I want to thank you, dear Lyon & Healy, for the attention you showed me yesterday; and particularly, for the privilege of hefting your \$10,000 fiddle."

You asked me to send you a brief paper on "The Human Element in Letter Writing." I thought at once of that letter for it stands out in my memory after twenty-five years. The little word "heft," what a vista it opens! the general store in the small town and the crowd of slab-sided yokels. Very simple, yet very shrewd, too, those village boys. Human Element, plus.

You request me to explain how to get this "Human Element" into business letters.

Sometime ago I received a very graceful letter from a gentleman saying he had prepared a course of business letters, some fifty I believe, and that he wanted to show them to me. In due course of time he called and I found him and his plan so interesting that we spent nearly a whole afternoon going over the matter. About a year later this gentleman, Mr. Sherwin Cody, sent me a second letter of thanks for my assistance, saying he had not forgotten, etc. It is pretty safe to say that any man whose gratitude extends over a long period leads a graceful life, so his letters have but to reflect his personality to be of the most enjoyable type.

This leads me to the first point that I wish to make, which is that to be able to write well upon any

subject you must live that subject. Would you have your letters on, say beans, the best thing of the kind? Then live beans. I have known men who wrote quite convincingly upon pianos who couldn't tell a console from a pilaster, or Middle C from the North Sea,—but alas for their efforts when contrasted with the real thing.

Yet it is possible to live a subject and not be able to express it. Some men who love music can't carry a tune. Such must, I presume, be born again, and try making Karma under different conditions.

Here let me digress for a moment. We have been a favorite target for professional letter writers for so many years that we feel disappointed when our mail does not contain at least one thrilling effusion. As a rule, such letters awaken but one thought in our minds, a haunting thought, and that is, "Do they pay full price for their postage stamps?" or have they some way of getting stamps free. But the other day one of these letters contained a pasted clipping of our violin literature and began: "We can improve your advertising matter on violins over 500 per cent." I said, "here is where the worm turns—I will make these chaps prove it."

So we sent them a copy of our various violin catalogues, lists, etc., also a copy of our department manager's work on violins known as the Hawley collection, a quarto volume, illustrated with colored plates, and, we may truthfully say, a standard work since single copies have brought as high as \$20. And we wrote our correspondents, "Go ahead with promised violin copy; delighted to have your aid. Go as far as you like." In about a week back came a letter:

"Thank you for the books and for the lesson. I guess we need 'em both."

But granted we have a young man in mind who is surely steeped in beans, also that in ordinary conversation he shows a grasp of the subject. How shall he go about getting this Human Element

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into his letters? We will grant also that he has mastered the rudiments. The answer then is that he must put into his cosmos certain ingredients before he can get them out again as a product of his pen. He must learn of view points, and how to achieve them.

Let us say his letters lack interest; somehow they don't reach out and compel attention. I advise for this the reading of "Treasure Island," by Robert Louis Stevenson. If his beans can be made to live as Stevenson's pirates do, his fortune will be made. But suppose he must write bean letters in which fancy is not so important as many details and vital statistics. Then let him study over "Cousin Pons," by Balzac.

Perhaps his style is at fault, or somehow his sentences do not march with sufficient weight. He might read that most wonderful poem, "The Book of Job," read it not once, but many times. Or, if he is trying to compose a bean story, working ever towards a

wonderful dénouement, then he may again have recourse to Stevenson and spend hours browsing amid his essays. I remember reading Stevenson's description of a man who was about to light his pipe in the forest; how the thought entered the man's mind that the match might drop and set fire to the dry leaves,—how the neighboring village might be destroyed. When I had finished this vivid flight of imagination, I tried to reproduce it, but when I compared it with Stevenson I was ready to cry with mortification. Only one ray of comfort remained to me and that was, at least, I knew how rotten my own work was.

Then the endless trite letters that a young man must write about beans. Where shall he go for a master of the commonplace? To Dickens, and preferably to either "David Copperfield" or "Bleak House." You remember where Dickens writes nearly a whole chapter about the wind blowing down the street and hur-

**YOU CANNOT COVER SAINT
LOUIS AND THE SOUTHWEST
WITHOUT USING**

The St. Louis Times.

On your next
order for
letterheads
specify
CONSTRUCTION

Best at the price



BOND

with envelopes to match.

You'll get a paper of unusual strength, bone and crackle—the qualities that give *impressiveness* to business stationery—and what's *more* important, you'll get

Impressive Stationery
at a *Usable* Price

Our economical method of distribution—selling *direct* to *responsible* printers and lithographers (instead of through jobbers) and *only* in quantities of 500 lbs. or more at a time (instead of in ream lots)—is what holds down the price.

If your printer or lithographer says any other paper is as good a *value*, write us for specimens of Construction Bond and the names of those in your vicinity who supply it. Better write anyway—now. Use your *business* letterhead.

W. E. WROE & CO.,
302 Michigan Boulevard, Chicago

rying the dead leaves before it; or where he devotes a paragraph to a man closing the garden gate.

To get action, with a blend of philosophy, into his letters, I should advise Carlyle's "French Revolution." Lastly, if beans become a source of whimsical enjoyment to him, as they should when his hair begins to turn gray, he may find freedom from conventional fetters in the poems of Emily Dickinson. Who else could describe "A Day" in this fashion:

I'll tell you how the Sun rose,—
A ribbon at a time;
The steeples swam in amethyst,
The news like squirrels ran.

But how he set, I know not;
There seemed a purple stile
Which little yellow boys and girls
Were climbing all the while.

'Til when they reached the other side,
A dominie in gray,
Put gently up the evening bars,
And led the flock away.

A "JUNIOR MEMBERS" CLUB.

Twenty-seven members of the Ireland Advertising Agency have organized themselves into an "uplift" club for study, and immediate application of the results of their investigation. The executive officers and the heads of the departments are refused admission. In the meetings workers in the different departments talk to the club and are ready to answer questions about their specialty.

In the few months since the organization of the club, the members have visited the plants of the big newspapers and publishing houses and have taken "Seeing Things Done" trips to engraving houses and concerns having to do with electrotyping, lithography, etc. Thus the classes are getting first-hand information and are able to apply this information at once in their work.

A helpful feature is the talks by some one prominent in advertising. Clients of the Ireland Company also are asked to speak occasionally. George Newland, of the Fels-Naptha Soap Company, and Hugh O'Donnell, advertising manager of the Philadelphia Press, have already made addresses.

H. W. Kastor & Sons Advertising Company, St. Louis, has closed a lease for the entire tenth floor of the Equitable Building. Plans and specifications are being drawn for the remodeling of the floor into suites which, when completed, will give this agency the most complete offices with the largest floor space of any advertising company in the West. They expect to occupy their new headquarters on or about September 1st.

GETTING THE TRADE'S ALLEGIANCE.

THE IMPORTANT FACTOR OF PROFIT
—USELESSNESS OF MERE FORCE—
TAKING DEALERS INTO THE OR-
GANIZATION AND MAKING THEM
PART OF IT.

By Eugene Beal Piersel.

Advertising Manager, Morris Herr-
man & Co., New York.

A prominent advertising solicitor once told me to approach the trade twice before firing the opening guns of a campaign, and then let the advertising itself do the work. I cannot say that I altogether agree with this attitude. There is too much "force" in it and not enough "coax"; not enough enthusiasm. One or two simple and direct statements of what you are about to do before a campaign may be enough, but your real work begins, after the advertising itself is under way, in educating and stirring up enthu-

siasm in the retail and jobbing trade, and I hold that this is equally important with consumer education, if maximum results are to be secured.

That any organization, strong enough financially, can eventually "force" a large proportion of the dealers is a fact not to be disputed. Repeated inquiries will at last awaken the trade to the realization that it is missing something. The dealer will do almost anything to avoid an impression among his customers that his store is not modern. A steady stream of people all asking for the same branded article will finally convince him, and he will send in his long-delayed order.

A manufacturer to win in this manner must have not only plenty of nerve, but plenty of money. In fact, the best thing for him to do, for the first two, three or four campaigns, would be to forget all about money, and not attempt to check up, under the nose of his advertising man, the in-

Extension

the authority and oracle of the Extension Society of the Catholic Church of the United States of America; the best Catholic monthly magazine and the best religious magazine published. The only Catholic monthly which is owned by and whose profits belong to the work of the

CHURCH

Reaches over 100,000 of the best Catholic

HOMES

Reaches all the United States Catholic

INSTITUTIONS

The number and character of keyed and national advertisers now carried by EXTENSION Magazine prove its value.

Rate 50c. per line

Extension Magazine

Home Office, 120 Sherman St., Chicago

New York Office, 1 Madison Ave.

Boston Office, 24 Milk St.

JAMES K. BOYD, Advertising Manager.

coming pennies, against the outgoing dollars.

There is another plan, a better one—*enthuse* the dealer.

Of course, all good advertising men consider a meritorious article the basis of any successful publicity, but there is another point which, to my mind, is equally important if you would secure a wide distribution. And that is, *a fair margin of profit* for your means of distribution, and an arrangement by which they must take advantage of that full profit. Place the matter before the trade as a money making proposition for the individual retailer and you immediately secure his interest, and interest properly handled will blossom out into enthusiasm. It is to be remembered that upon the nature of the merchandise depends entirely this exact margin of profit, and it is quite customary to allow a larger margin on novelties, luxuries, and articles of uncertain sale than on commodities and necessities, the demand for which is already established.

There should be a tendency on the part of the manufacturer who is about to embark on a campaign to regard the retailer as his salesman, as the link which places him in personal contact with the consumer. The retailer should be considered a valuable part of his organization, and he should, therefore, be well paid for the services which he renders in the final distribution of the product. Retail merchants are in business for remuneration, and it cannot be expected that they will *enthuse* over the sale of a piece of merchandise in which there is small profit for themselves. The advertiser who shades the dealer's profit down to the very closest margin, and spends thousands upon thousands of dollars in publishing "anti-substitution" copy, is not working along the right lines. By wasting less time, money and energy on "anti-substitution" work, he will have more space in which to emphasize the merit of his product, educate the consumer along the lines which will make that particular product a necessity, and finally accomplish much

larger sales with the dealer's co-operation which he has gained by allowing him a fair margin of profit.

The dealer must be educated as well as the consumer. He must come to feel a strong sense of the merit of the article, and this can only be brought about gradually. Teach him the advantages to be derived from selling reliable goods, and the personal satisfaction which will be his in pleasing his customers. Give him a good profit, and hold him to it. Make him feel that he is a valuable part of your organization, help him to sell your product, link all these things in his mind with your trade-mark, and you then have enthusiasm, that greatest of all auxiliaries to an advertising campaign.

AD CLUBS MEET AT DETROIT.

The meeting of the Affiliation of Ad Clubs at Detroit opened June 26th at the Hotel Tuller.

The delegates arrived in the morning and were met at the boat by a large committee from the local Detroit Club in an appropriate automobile uniform and were by them escorted to the hotel for breakfast. Later came the business meeting on the roof garden, which the adcrafters dedicated. Luncheon was served at 12 o'clock and then followed the afternoon business session until 4 o'clock, when the advertisers' parade took place to the Detroit Industrial Exposition.

The closing event of the big day was the banquet in the evening, for which plates for over 700 were laid. The greater part of Sunday was given over to recreation and sightseeing.

The programme of the different sessions was arranged as follows: At the morning session Saturday, W. W. Reed presided as chairman, and the speakers were William C. Freeman, advertising manager of the *New York Mail*, whose subject was "Commodities Not Now Advertised That Should Be," and F. R. Morrison, of the Cleveland Club, whose subject was "Financial Advertising." At the afternoon session W. H. Wright, of Cleveland, was chairman, and the speakers included Ernest J. Preston, general manager of the *Daily Newspaper Club*, of New York, who took for his subject "The Power of the *Daily Press*," and S. S. Wilson, of the S. S. Wilson Company, of Cleveland, who spoke on "Advertised and Trade-marked Articles from the Retailer's Point of View."

William Orr was toastmaster at the banquet, which was addressed by Senator William Alden Smith on "Advertising a Nation," and George T. Moody on "Our Nation."

WHAT THEY THINK OF THE "THEATRE MAGAZINE" AND WHAT IT STANDS FOR

Reprinted from CLEVELAND LEADER, May 10, 1910

Congratulations to THE THEATRE MAGAZINE of New York, which celebrated its tenth birthday with the May number. It began interestingly and has grown in every way in the decade of its life. In fact, it has become so good that looking forward to another ten years, I can see but scant chance for greater improvement.

As it now is, it measures up to the possibilities of a magazine of the stage. It covers the whole field of theatricals, with especial attention to the American stage, and it does this brilliantly, justly and with the authority of learning, skill, experience and sympathy.

Other periodicals of this nature have lived short lives, because they have been either the outcroppings of spleen or a distorted brilliancy that would sacrifice truth to an epigram or, in far more cases, because they were the mere organs of the business side of the theatre.

THE THEATRE MAGAZINE has lived and prospered because it went in partnership with its readers, instead of the box-office and the dressing-room, and has been edited with their interests solely in view. And this explains why it has grown from the **five thousand** readers of its first year to the **three hundred thousand** scattered in all parts of the globe, who look forward to its monthly visit as not the least valuable of their theatrical delights.

Its editor is wise enough to know when to be academic and when legitimately gossipy; he secures writers who are skilled in both classes of writing and its pictures are a delight. They are many, timely and always artistic.

"A considerable part of our ten years successful work is due to the co-operation of our advertising friends, and we now aim to make our appreciation take the form of better value and service in our publication than ever before.

"Growing circulation but no increase in rates."

THE THEATRE MAGAZINE

8-10-12-14 West Thirty-eighth St.

NEW YORK, N. Y.

GODSO & BANGHART
Western Representatives
Marquette Building
Chicago, Ill.

H. DWIGHT CUSHING
New England Representative
24 Milk Street
Boston, Mass.

We also publish L'ART DE LA MODE, the fashion authority

CAMPAIGN ADVERTISING vs. ADVERTISING BY DABS.

THE UNFAIR AND UNPROFITABLE
WAY OF ISSUING TRADE PAPERS—
THE CAMPAIGN IDEA THE ONLY
REAL WAY TO ADVERTISE—GOOD
COPY HIGHLY ESSENTIAL.

By R. R. Shuman.

Advertising Manager, The Liquid Carbonic Co., Chicago.

A friend of mine called me in the other day to ask my advice about advertising in certain trade papers. I had been making a good deal of noise about the value of trade papers, and he concluded that perhaps I knew something about them.

I asked him to show me copies of all contracts he had made thus far. You should have seen the mess that he spread out in front of me! Picking up one of the contracts he had made with a paper of questionable value, I asked him: "How did you happen to sign this contract?" "Oh," said he, "a fellow floated in here the other day and put up such a good talk that I thought I'd take a chance. It's only a little card, you see, so I can't lose much. I believe in playing safe, you know." Playing Safe! Ye Gods!

Following this, I made a careful study of all the contracts he had signed, and I asked him whether there was a single instance in which he had sent for the representative of a paper because he believed the paper had value and wanted to use it. He answered that he had not.

I asked him why he had not made contracts with such-and-such papers that were very strong in his field. "Why," he said, "nobody ever came in, and I didn't give the matter any thought."

ADVERTISING BY DABS.

That was a shining example of "advertising by dabs," and yet this friend of mine is a very clever business man. I believe his case is typical of about half the business houses who buy space in trade papers. They buy by "dabs,"

make contracts because solicitors happen to call, and in their heart of hearts do not know what they are getting in more than half the mediums they contract to use.

Here is the test that I use, and I recommend it to my friends everywhere: When a solicitor is sitting in front of me, singing his song, I retire into my inner consciousness and ask myself:

*Is this man's paper so
necessary to my campaign
that I would send for him
if he had not called?*

Some of my friends, the publishers, are inclined to object to this test as being too exacting, because, they argue, so few people really do know which papers are good and which are not.

My answer is that it is the publisher's business to make the advertising world know and believe and understand the true value of the scope and circulation of his paper: First, by the contents of the paper itself; second, by proper advertising of the paper; third, by solicitors' calls.

As a matter of fact, I believe that publishers who are satisfied to scurry around and pick up contracts for standing cards from advertisers are standing in their own light; that they are doing themselves incalculable harm; and that some day they will wake up to the fact that a standing card is not an advertisement, and for that reason does not do justice to the medium as an advertising vehicle.

THE CAMPAIGN IDEA.

General advertisers who use mediums of large circulation, rarely advertise "by dabs."

Why don't they? Simply because they place their business through an agency that has learned the campaign idea. The agencies, if honest, won't take his money until they see that his product is worth advertising, and they won't put him into a list of mediums until they see that he has some adequate follow-up.

Furthermore, they won't allow him to be swayed by the eloquent songs, hit-or-miss, of solicitors

simply because the solicitor happens to call on him, but they pick out the mediums that, in their judgment, are likely to do him the most good; and when their list is made up, they prepare a well-thought-out, logically-connected copy campaign that fits the mediums selected.

The trouble with the trade press of the country is that every trade journal has been against every other, and all combined are lined up against the advertising agency. The agencies themselves care little; it will not pay them to foster trade paper advertising, because the commissions, if any, are small, and the rates are so low that it does not pay to write the copy.

This is the situation as it now stands, but fortunately, influences are at work to change it radically.

For instance, the Space Club of Chicago, a club consisting of advertising representatives of competing trade and technical journals, has set on foot a movement by which each member of the Space Club, after he has secured an advertiser's contract, will make it his business to encourage that advertiser to use other journals that reach the same field, and will recommend to him such journals represented by the Space Club membership as in his judgment will prove profitable. On top of this, the Space Club men will recommend to the advertiser that he employ a competent copy specialist to prepare not one ad to stand indefinitely, but a series of ads that will provide a change of copy for every issue.

In other words, the Space Club idea is to make its patrons real advertisers, not mere dabblers in space and perpetrators of foolish standing cards.

CAMPAIGNS AND GOOD COPY.

That is the point—*Good copy*.

An advertiser who takes trade and technical journal advertising seriously, who rates the journals on the basis of the buying-power of their readers, may easily be convinced that the best speaker he can hire is none too good to talk to such a selected audience of

prospective buyers as these journals bring before him.

If every publisher of a trade or technical journal could only become imbued with the campaign idea and would make it his business to encourage advertisers to use space intelligently and to use it in all the mediums that go direct to the trade that he wishes to reach, the whole cause of trade and technical advertising would be strengthened incalculably.

II.

One great obstacle to any such solidarity of interest between publishers is excessive claims of circulation on the part of some journals in every field. The journals that do lie about their circulation antagonize their brother publishers and lead to a war of words, verbal and printed, that make the advertisers of the country distrust, not one or two papers alone, but the whole list of them.

I believe if I were a publisher of a trade journal the first thing I would do would be to prove my circulation absolutely, and to charge rates that were in proportion to the quantity and quality of my circulation.

This done, I should make it my business to prove to every rival publisher that I am telling the truth and ask him for his hearty co-operation, personally and through his solicitors, to the end that my paper should be used in connection with his and others in every advertising campaign large enough to employ a number of different journals.

If I were Postmaster-General of the United States, I would immediately promulgate a rule making it compulsory that all superintendents of second class matter should permit the inspection of their books. This would put an end to circulation lying, and would place the Government in a position where it was no longer aiding and abetting a fraud perpetrated by a few dishonest publishers against the business world.

This accomplished, the distrust of the value of a medium that now leads advertisers to use small

cards would give way to a confidence that would lead them to use liberal spaces and to use not one or two, but all the papers that reach their legitimate trade.

BUYING POWER THE TEST.

Mahin's Data Book tells me that only 5.2 per cent of the families of the United States have annual incomes that are over \$3,000 a year, and that only 1½ per cent have incomes exceeding \$6,000 a year.

The trade and technical journals of the country are subscribed for by men who own stores, who build factories, who build railroads, who buy heavy machinery equipment; in short, by the captains of industry—the employers of the country, instead of the employed—and for this reason these mediums offer ideal conditions to manufacturers of automobiles, motor cycles, pianos, household furniture of the better class, and a long line of high priced necessities and luxuries which the great million cannot buy.

Yet, we see the spectacle of automobile manufacturers, and even manufacturers of pulleys and transmission machinery, using campaigns in papers of general circulation, not 2 per cent of whose subscribers could by any stretch of the imagination become buyers of the things advertised, while they use "dabs" only, if at all, in the trade journals that do talk to their audience, an audience whose buying power in the aggregate is not millions, but billions of dollars.

Some of these people who have been dabbling in space in trade and technical journals for years and have been finally induced by some clever advertising agency to take a real campaign in some paper of general circulation, actually believe that their records indicate that the nickle and ten cent magazines are more profitable for them than the trade and technical journals!

They forget that they did not give the trade and technical journals a show; that they gave them standing cards; that they made no

appeal that was at all likely to induce the man whose eyes saw their feeble cards, to do anything or to make any move in the direction of inquiring further about their line; while the agency-prepared copy that went in the mediums of general circularization was an eloquent appeal, going right to the heart of thousands and bringing, from among the deluge of worthless replies, here and there an inquiry that had tremendous importance.

Advertising-by-dabs in standing cards in mediums of large buying power may produce unsatisfactory returns, compared with skillful campaigns in mediums that reach people of small purchasing power, but the fault is in the advertising and not in the medium.

But a new order of things is on the way.

Wessels, of Philadelphia, has syndicated practically all the grocers' and many of the general merchants' papers of the United States on a basis by which he can give any advertiser a well connected campaign that will cover the whole country.

The writer is doing the same thing in Chicago with the drug, bakery and confectionary lists. Somebody else is busy on the hardware list. The Space Club above referred to is going to take care of the technical journals; the Association of Trade and Technical Paper Publishers is beginning, though as yet haltingly, to exert an influence that is calculated to overcome some of the barriers that have hitherto stood between their papers and intelligent advertising.

It really begins to look as if the vast power of the trade and technical journals of the country hitherto used so frequently by "dabs" and unskillfully, will be harnessed to good copy and made to increase the wealth of the men who dare to pioneer in this wonderfully fertile field.

W. H. Crow, formerly advertising manager of the West Disinfecting Company, New York, has taken charge of the advertising department of Weingarten Bros., Inc., manufacturers of Reduso Corsets.

LITTLE TALKS

NUMBER 4

Who's Who—And Where

Among Mill Officials and Overseers

The above is the title of a popular Department which appears every week in the AMERICAN WOOL AND COTTON REPORTER, and which contains weekly from 40 to 100 new personal items respecting changes and other information about mill officials and heads of departments.

These paragraphs are incidental to the work of keeping up to date our card index of the men in authority who do the buying for the textile mills of the United States. There are 30,000 of them—not mills, but men who manage the mills. The AMERICAN WOOL AND COTTON REPORTER is somewhat jealous of this branch of its work, because there is nothing like it elsewhere in the United States, and because of the labor and experience necessary to keep in constant touch with these 30,000 buyers for the textile mills; but such insufficient statements have been recently made respecting the purchasing agencies of the textile industry, that we are now putting these 30,000 names into a directory with addresses and occupations.

The edition of this "Directory of the Men Who Make the Textile Industry" is expected to be about 20,000 copies, and while its price will be \$3.00, it will be furnished gratis to new subscribers and advertisers of the

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON

NEW YORK

PHILADELPHIA

WASHINGTON

PERTINENT TRADE-MARK CONSIDERATIONS.

THE TWO CLASSES OF TRADE-MARKS—WHAT EXCLUSIVE AND DISTINCTIVE MARKS MEAN—THE USE OF THE RED CROSS AND "U. S." AND NUMERALS IN TRADE-MARKS.

By F. A. Tennant,

Assistant Commissioner of Patents,
Washington.

Trade-marks can be divided into practically two classes. One, technical trade-marks; the other, marks which are used as trade-marks and which are subject to protection from unfair competition in trade. I think it is very well settled that a technical trade-mark is one which may be owned exclusively, such as a distinctive word or an arbitrary symbol. Descriptive words like "American ball blue," are sustained in court as against unfair competitors, but I hardly think a court ever went so far as to say that there was an absolute right of ownership involved as against anybody except an unfair competitor. In other words, if two persons having places of business side by side should adopt and use the same word, one trying to infringe upon the business of another, there would be a case for unfair competition and in such a case the court would probably enjoin one of them; but with these two same parties, one living in New York and the other in San Francisco, it is inconceivable that any court in the land would render a judgment of infringement. That is not true, however, of a technical trade-mark, the ownership of which is exclusive, or a mark *become* technical by registration.

The court has come out clearly and stated that "exclusive" means "sole," as suggested by the chairman, and that has been repeated in several decisions of the court since that time. The court has in these later decisions distinguished between technical marks, which are registrable, because they are capable of exclusive ownership, and the marks which are quasi technical, made technical by the statute, if you

choose to put it that way. They have held that this provision of the statute relating to the ten-year mark should be very strictly construed as applying to marks which had acquired a property right by ten years' exclusive use prior to February 20, 1905.

In the Hoff case the court made the statement in a prior infringement suit that neither party had the right to use of the word "Hoff's." The history of that case was briefly this: Johann Hoff began to put on the market the Johann Hoff's malt bitters a great many years ago in Germany, and subsequently in this country. He had a business arrangement with his brother Leopold to handle the goods in this country. Subsequently, the brothers had a falling out, and Johann Hoff sued Leopold Hoff. The court restrained Leopold Hoff from using the word "Hoff's," but said that he could use the words "Leopold Hoff's." The court held that neither of them had the right to use the word "Hoff's" alone.

The injunction was granted against the use of the word "Hoff's" alone.

RED CROSS AS TRADE-MARK.

There are many trade-mark considerations which have raised questions of public policy. At present the law allows the registration of the words "red cross," or its symbol, because the law was adopted prior to the Act of 1906 incorporating the National Red Cross. There has been a great deal of opposition to that by the Red Cross Society and men high up in official affairs—indeed, the President has taken interest in the matter. It is the desire of the Red Cross, and it is well-founded, to prohibit the use of the red cross upon any articles of merchandise not supplied by the Red Cross Society.

However, marks already registered cannot be disturbed, but the idea is to hereafter prohibit the registration of the red cross. The Act of January 5, 1905, makes it unlawful to use the red cross as an advertisement, but it doesn't reach users of it prior to 1905.

We have had several cases come before the Patent Office in which an attempt has been made to register marks which are contrary to public policy. For instance, the letters "U. S." are placed on all kinds of Government property, and applicants for registration have adopted those letters probably to falsely indicate either that their goods have received the Government's sanction or, perhaps, that they were made by the Government. Registration of such marks seems to be clearly against public policy, and the commissioner has so held in several cases. I therefore suggest that addition to any proposed bill, in any event.

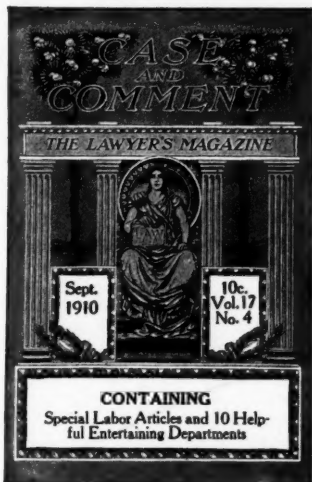
Numerals as trade-marks are rather a difficult proposition. We do permit it under the present law. Of course, a great many firms have adopted numerals and letters to indicate parts of their merchandise, but there are others who have adopted an arbitrary number, as "999," and advertised it until it has become of considerable value, and as we understand the intent of the law, it was to permit the registration of numbers and letters unless it was shown in some way that these were used to designate quality or grade. If a person had used these letters or numerals as indicative of parts of his merchandise, reaper parts, and the like of that, and upon looking at the official gazette should see that some one else was trying to register the same as trade-mark, he could come in and oppose registration on the ground that it was his trade-mark, or a mark that he himself had previously used as a trade-mark on this particular kind of goods and thereby prevent the registration.

The Nebraska *Farmer* has just gotten out a "dealers' issue," as an aid to manufacturers who are going into the farmers' field. The issue was mailed to every dealer in the state of Nebraska.

The Chicago office of the J. Walter Thompson Company is sending out 1,000-line contracts to newspapers in the Southwest for the Hudson Motor Car Company.

Reach Rated LAWYERS

Through the New



¶ The magazine that has covered the field for sixteen years—

¶ Doubled its number of pages during six months of 1910—

¶ Completed its rating of subscribers, 3,200 of whom are owners of individual libraries valued at \$2,000 and upward—

¶ Carried back cover automobile copy and 4-page 2-color office equipment inserts.

¶ Send for sample copies and complete review of year's progress that places this magazine in an important place for reaching high grade men.

¶ Circulation guaranteed 8,000 in 50 states and territories.

**THE LAWYERS CO-OPERATIVE
PUBLISHING COMPANY**

ROCHESTER - - NEW YORK

"WHITE SPACE" — AND SOMETHING BETTER.

THE SPECIAL VALUE OF GOOD PERIODICAL SPACE, OVER AND ABOVE "WHITE SPACE"—THE INTEREST AND LOYALTY OF THE READER.

By M. T. Frisbie,

Advertising Manager, L. C. Smith & Bros. Typewriter Co., Syracuse.

A good many years ago a lame peddler tramped all over Northern New York and sold jewelry out of a greasy pack. One day he disappeared. Years afterwards, in tearing down an old roadhouse, where he used to bed, workmen discovered in a disused cistern a human skeleton. It was that of the peddler, murdered for his valuables.

I wonder if any of these salesmen of magazine advertising space who are constantly going to and fro in the land, like the old peddler, and up and down in it, are ever troubled by fears of a similar fate. And if not, is it because they don't begin to appreciate the richness of their wares, or because they don't even carry samples?

In a recent address one of the oldest and ablest, perhaps the dean, of merchandisers of magazine advertising in the modern way, said to a company of advertising solicitors (I quote from memory): "When I began soliciting I was accustomed to think of what I had to sell as 'blue sky,' but now I refer to it as 'white space.'"

If I did not consider that commodity of his infinitely more than white space, I wouldn't pay him \$448 a page for it. Instead I would get five hundred thousand dodgers printed, 5 x 8, if you please, since he has done more than anybody else to urge advertisers toward the 5 x 8 habit, hire a man to take them up in a balloon and scatter them to the four winds.

White space! the fly that autographs your table linen uses white space, and much good it does him!

A small groceryman of my acquaintance used white space that

way to announce the opening of his business. He figured out a system to beat the game. Instead of paying \$80 or \$100, or whatever the page rate was for advertising space in the evening paper most read by the housewives in his delivery radius, he would just get his page ads printed on white paper and hire boys to stick them behind doorknobs. Fine looking ad, circulated to just the people he wanted to reach, and the trifle it cost him didn't go to pay any fool editor's salary. It was a great scheme, and, the way he figured it, ought to have brought customers in flocks to his attractive market. But it didn't. His stock spoiled on his hands, the sheriff got him, and he is now clerking for a rival at \$9 per week.

What was wrong with his plan? What is wrong with any plan that considers "white space" as a complete advertising medium?

Well, it is partly summed up in Mr. Dooley's wise assertion: "It is the pome on the other side of the page that makes the advertising space valuable." Mr. Dooley has given us a gleam of the truth, but not the full light of day. The poem or story or joke on the other side might have delayed the grocer's ad sheet in its progress to the ash can, but it wouldn't have saved his business. The best article the best magazine ever printed couldn't have done it, because something more than white space, even with a "pome" on the other side, is required to make an advertising medium. And this "something more" is what the successful advertising solicitor must carry in his pack.

What, then, is the requisite? Is it circulation? No, although circulation is considered more or less essential to the establishment of an advertising rate. My unfortunate green-grocer friend had circulation, but it didn't save him from the sheriff.

Nor is it necessarily fine paper, or good printing, or colored pictures, though all of these may be useful in their way.

The real treasures in the advertising solicitor's pack are be-



Multiply your selling power by letters and multiply the power of your selling letters with a *Printograph*—the perfect multiple letter machine.

The more good letters you put into the mail box, the more good orders you'll get out of it.

With the *Printograph*—the perfect multiple letter machine—you can do nine-tenths of your selling work. You can locate and interest your prospects so your salesmen can spend their time *closing sales* instead of doing missionary work.

***Aids the Advertising Manager and Agent.
And multiplies the Advertisers' Profits.***

Besides its great purpose as a seller of goods, the *Printograph* is useful to advertising agents and managers in many other ways. It takes proofs clearly and cleanly and does all kinds of small printing jobs.

20,000 Letters a Day—Real Letters.

The *Printograph* can do as much work as 200 stenographers—do it better, do it quicker and cheaper. Any boy can operate it, either by hand or attached to an ordinary electric light socket, consuming about the same as a 32-candle power lamp.

This perfect multiple letter machine operates on exactly the same principle as a typewriter; it prints by impact instead of pressure; the type ribbon and roller are of exactly the same material used on exactly the same principle as on your typewriter.

Every letter it produces has a human—struck-one-key-at-a-time look that no other form letter process has ever achieved.

The *Printograph* requires no more space for its operation than a typewriting machine—makes less noise and is just as cleanly.

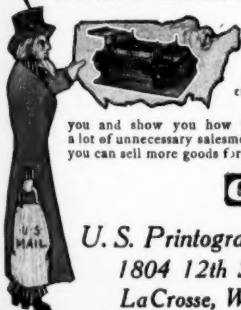
Proof Before You Pay.

We will put a *Printograph* in your own office to use without cost or obligation. If you're not convinced it will increase your selling power by several figures, send it back—that's all.

Cut out this coupon to-day and we'll tell you and show you how the *Printograph* can help you cut out a lot of unnecessary salesmen's and stenographers' work—how you can sell more goods for less expense.

Cut This Out

**U. S. Printograph Company
1804 12th Street
LaCrosse, Wisconsin**



United States Printograph Company,
1804 12th Street, LaCrosse, Wisconsin.
Tell without cost or obligation all about the *Printograph* and how it can help me in my business.
Also explain your Free Trial Offer.
Name.....
Address.....
No. 1206

Eliminating Waste Circulation and Objectionable Advertising



THE CRAFTSMAN offers manufacturers and dealers in articles of sterling worth an advertising medium where the use of a given amount of money will enable them to reach the greatest possible number of customers for such articles. Especially is this true as regards articles made for use in, or adornment of, the home—the character of the magazine is sufficient guaranty of this fact.

THE CRAFTSMAN is not a good sales medium for cheap or shoddy goods. It does not solicit such business and does not want it.

THE CRAFTSMAN'S circulation records are open to any advertiser or agent and I'm ready to give any advertiser or agent facts to show the availability of the magazine for a given proposition. And if I don't think the magazine will pay him out, I'll tell him so and give the reason for the faith that is in me.

EDGAR E. PHILLIPS

41 West 34th Street, New York

Advertising Manager
THE CRAFTSMAN

lief, faith, confidence, loyalty, not necessarily as personal attributes—though he is a better salesman who possesses them all—but the free gift of the readers and subscribers of his publication to its advertising department. They are his stock in trade. Were they withheld, then his merchandise would be simply "white space," nothing more.

Suppose, for instance, your children are regular subscribers to the *Youth's Companion*, waiting patiently its arrival, each week, reading it with avidity when it comes, living in imagination with the characters of its articles and participating in their adventures. Now, suppose they want roller-skates. Everything being equal, which will they choose—those advertised in their *Youth's Companion*, or, on the circular thrown in at your front door?

Whose patterns are women that subscribe to the *Delineator* year after year most likely to call for at the department store?

When the young mother, who was brought up on the *Ladies' Home Journal*, goes to the apothecary shop for a box of talcum powder, will she demand either Mennen's or Colgate's, or will she accept the drug man's substitute?

Perhaps you are a regular subscriber to the *World's Work*. In buying stocks and bonds for investment, wouldn't you have a decided leaning toward the securities advertised in its financial department?

But why multiply illustrations? I contend, and think myself perfectly safe in doing so, that the seller of advertising space must have far more than just "space" to offer, or else he becomes a mere billboard man—with his billboard in the middle of the desert.

If his offer can only include white space and circulation—well, you could get that on the walls of an idiot asylum.

But if he can give you white space, circulation, and the sympathetic interest of even ten thousand readers who will have his publication because they believe in it through and through; because they "wouldn't know how

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to get along without it"; who have that kind of faith in its editorial policy that begets confidence in its business policy—it makes no difference whether it be a muck-raker, or the most hide-bound defender of special privilege—there only remains one question for you to decide. Are its readers the kind of folks who can use your kind of goods?

If they are, he has in his pack a priceless commodity to offer you.

THAT HAWAIIAN PINEAPPLE DRINK.

Jos. A. RICHARDS & STAFF.

NEW YORK, July 5, 1910.

Editor of PRINTERS' INK:

In an article in PRINTERS' INK of June 30th, a writer says that I "have just persuaded pineapple men in Hawaii to start a big advertising campaign for a new pineapple drink."

There are just two slight inaccuracies in this which I would like to have you correct. I learned that James D. Dole, who within eight years has placed himself at the head of the pineapple industry of the world, and who was altogether responsible for the Hawaiian pineapple advertising campaign, was about to put upon the market a juice—a new pineapple juice bearing his name—and was going to push it vigorously by an advertising campaign. I went to Honolulu to get the business and was successful.

This business is very different from that of the Hawaiian Pineapple Growers Association in that only one concern controls it, namely, The Hawaiian Pineapple Products Company. Elton R. Shaw, the general sales manager of that company and I are now formulating plans for speedy introduction of Dole's Pure Hawaiian Pineapple Juice.

J. A. RICHARDS.

SAMPLING BY TELEPHONE BOOK COUPONS.

There is an interesting coupon page in the May issue of the *National Telephone Directory Company* of St. Louis. The page has five coupons. One of them is good for a pass to any one of four theatres in St. Louis, "compliments of the Grand Avenue Amusement Company." A second entitles the reader to a colored copyright map of St. Louis, prepared by the Davis Realty Investment Company. The third, accompanied by seventy-five cents, entitles bearer to a dollar can of a hardwood floor cleaner. The fourth is good for one dollar on all purchases made at Hoffman's. The fifth, with six cents, is good for a trial jar of Pompeian Massage Cream.

The Seattle *Times* has been running a unique "Manager's Corner," in which full-column talks on advertising are run. The matter is very effectively written.

34.2%

of the population of

ROCHESTER

Is German!

In the face of so large a percentage of Germans, the necessity of German newspaper advertising becomes apparent.

The news service of the

DAILY

ABENDPOST

(Consolidated German Newspapers)

is on a par with any of the English papers.

It is therefore read exclusively by the majority of the prosperous Germans in Rochester and vicinity.

"The Des Moines Register and Leader is a real Leader of the People"

—N. Y. MAIL

The Register & Leader

AND

The Evening Tribune

COMBINED DAILY
CIRCULATION

54,000

THE PREDOMINANT
NEWSPAPERS IN DES
MOINES AND

IOWA

Book published June 22d—These two criticisms, 24th!

Astir

A Publisher's Life-Story

By John Adams Thayer

What STEPHENSON BROWNE says in
THE NEW YORK TIMES

Mr. John Adams Thayer's "Astir" derives special interest from its inclusion of a letter sent to the author by an employer desirous, after a four weeks' trial, of compelling him to resign his position. No more complete and searching revelation of self was ever made than one finds in this letter, and it is more amusing than the entire sum of George Bernard Shaw's studied insolence and the venom of Whistler. Mr. Thayer's answer, also printed in this book, is adequate and clever, but naturally belongs to another species, and Heaven does not grant to every man the will to send such a letter as the first, howsoever competent he may be to produce something similar. Mr. Thayer followed his own epistle by verbally prophesying that in less than five years he would prove the ability which his employer declared he did not possess, and with that he went forth to new adventures. He began by aiding Mr. Stephen O'Meara in reviving the *Boston Journal*; thence he went to reform the *Delineator*, and incidentally to transform the American advertisement; and then came *Everybody's Magazine*, and his work with Mr. Thomas W. Lawson. Now, after thirty-five years of work, still on the right side of the half-century mark, he is enjoying a holiday, having fulfilled his prophecy. The readers and advertisers who have known Mr. Thayer only by his work will have a new conception of his character when they perceive that he was strong enough to rise superior to the attack.

Order of your bookseller or newsdealer today. If he hasn't it, write or telegraph Small, Maynard & Company, Boston, who will see that you are supplied. Price, \$1.20. Postage, 12 cts.

Small, Maynard & Company, Publishers, Boston

The FRENCH edition, under the name of *Les Étapes du Succès, Souvenirs d'un "Business Man" Américain*, published simultaneously by Pierre Lafitte & Cie, Paris.

What EDWIN MARKHAM Says in
THE NEW YORK AMERICAN.

John Adams Thayer's Autobiography, "Astir," will afford magazine writers and readers an intimate view of the inside of a publisher's mind.

Mr. Thayer was formerly part owner of *Everybody's Magazine*, and he is said to be planning a new venture in the magazine field.

Like Benjamin Franklin, he started life at the printer's case, and like him, he left Boston in his youth to seek his fortune in the Quaker City. He learned the ropes of the publishing business as a clerk in the office of the *Ladies' Home Journal*, and has since been connected in one way or another with *Munsey's*, the *Delineator* and other publications.

The book is a lively narrative of the life-story of a pioneer in periodical journalism. It is full of flash-light literary pictures of personalities that the public likes to know about—Cyrus Curtis, Frank Munsey, Thomas Lawson and so on.

The charm of the story is enhanced by the fact that the writer is a man whose emotional interests are in the present and the future, and who is free from any taint of dotage, or even anec-dotage.

On Wednesday the book came from the press of this country. It appears also in England, and a French translation is to be published in Paris.

THE ADVERTISING MAN- AGER.

HE SHOULD BE THE REAL MANAGER OF THE ADVERTISING AND NOT A RUBBER-STAMP CLERK — SHOULD EXERCISE GREAT CARE IN CHOOSING AN EMPLOYER.

By Truman A. DeWeese.

Director of Publicity, The Shredded Wheat Company, Niagara Falls.

I am asked to give an expression of opinion as to what should be the training, qualifications and functions of an advertising manager.

There is, no doubt, a wide diversity of opinion as to what should be the duties and prerogatives of an advertising manager. But as I am asked for my opinion only, I intend to embody my opinion only in this article. It is obvious that the duties and prerogatives of the position must vary according to the job and the peculiar conditions that are thrown around it by the commodity to be advertised and the sales organization which has charge of its distribution.

Advertising an adding machine or a typewriter that is sold to special customers in business offices is quite a different matter from advertising a food product for world-wide consumption. The functions of the advertising manager will also vary according to his connection with the company which employs him and also according to the kind of advertising that is required to market the commodity advertised. If the commodity is one which, like Shredded Wheat, calls for a vast amount of educational work which he has trained himself to do by long association with the product, much of the detail which is necessary to make that advertising effective must be handled by the advertising agency which places the advertising.

If the advertising of the product, however, is merely a question of poster effect or the constant display of the company's trade-mark, the duties of the advertising manager will obviously

consist of the mere management of details, selection of media and co-operation with the sales organization and the placing agency.

CHOOSING AN EMPLOYER!

In a general way, however, my opinion as to what an advertising manager should be and what he should do may be summarized as follows:

First, the advertising manager should exercise great care in choosing an employer. If he is a man of experience and national reputation he need not go begging for a job, for advertising men who are big enough to handle national propositions are very scarce. It is not beyond the bounds of truth to say that he can almost choose his own employer. The country is "blessed" with a bumper crop of "ad men"; but real advertising men who have demonstrated their ability to sell goods through advertising are not so numerous.

We are in an age of wonderful industrial activity when new manufacturing enterprises are springing up on every hand, all of which are calling for the genius of the man who can make a world-wide market for a commodity through national advertising. An advertising manager should, therefore, be careful to pick an employer who understands the value of advertising and who is willing to pay a salary commensurate with that understanding.

Unfortunately, many national advertisers are big corporations where authority is not concentrated. Advertising is too big a problem for the average business man on the average board of directors. The advertising manager should, therefore, pick an employer who is willing to give him absolute and unqualified authority over the advertising, and in order to carry this out in good faith he should have one man or one committee to confer with. In no department of business management has the one-man-power idea so great an advantage as in the advertising department. Too many advertising managers

are mere rubber-stamp clerks, charged with the duty of sending out cuts and electrotype matter. The advertising manager should be the *manager* in fact as well as in name. All correspondence and matters pertaining to advertising should come to his desk.

EDUCATING EMPLOYERS.

Second, having selected his employer, the advertising manager should constantly look after the education of that employer with assiduous diligence and care. Members of big corporations which do a national business are busy men. As a rule, they are glad to learn all they possibly can about advertising. Their minds are receptive and it would be well to put into their hands the best literature dealing with practical emblems in advertising. This kind of co-operation, combined with results, will bring about a relation that is not only pleasant but is very apt to be permanent and profitable.

Third, having selected a good employer, the advertising manager should receive a salary on the basis of the yearly advertising appropriation to be expended. Nothing less than an annual salary of five thousand dollars should be considered for a moment, and to this salary one thousand dollars should be added for every ten thousand dollars of appropriation above the sum of one hundred thousand dollars. If the management of the department which creates a market for a commodity and which increases sales from year to year is not worth this salary, it isn't worth anything, and the advertising manager should give his services to a corporation which understands the value of advertising.

Fourth, the advertising manager should make a careful and conscientious study of the product he is going to advertise and should master all the "selling arguments" that lie behind it. He should have no other interests of any character. He should not be interested in the "advertising business" or in any publication or medium. If he is employed

by the Shredded Wheat Company he should be a "Shredded Wheat man"; if by the Eastman Kodak Company he should be a "Kodak man." He ought to know his own advertising proposition above all others, even though he may claim a general knowledge of advertising.

Fifth, the relation between the advertising manager and the sales organization should be one of complete, confidential co-operation. The advertising manager should evolve, originate and formulate the selling arguments that are to be used by the sales organization from year to year and which may change with the development of the business and the trade conditions that govern its sale. If the advertising department is what it should be the salesmen will be merely distributors. It is their job to keep in touch with the trade. They don't need to sell goods. The goods are already sold.

RELATIONS WITH AGENTS.

Sixth, the advertising manager should select the agency which is to place the advertising, and the selection of that agency should be governed by a knowledge of its ability to give him individual service and thus make his advertising effective. No other considerations should have any weight in this matter. If the employing corporation hasn't enough confidence in his honesty or his ability to leave this matter entirely to him, it would be wise for him to make some other advertising connection. He is not in the right place for satisfactory growth or development. He should select an agency that handles no competing product and then he should stand by the agency. It is through sympathetic co-operation between the agency and the advertising manager that advertising is made effective. Make the agency work for you, not for the publishers. It is of no consequence to you whether the publisher pays the agency a commission or not. If you handle your business properly you can make the agency *your* agent. If a publisher confidentially offers

to give you the agency commission and just as low a rate as the agency will give, shun him and keep his publication off the list. If he deals unfairly with the agency, he will deal unfairly with you. The agencies have developed national advertising. You can't wipe them off the map with any resolutions or advertising associations. They are here to stay. The wise advertiser and the wise advertising manager will use them and their accumulated experience and facilities in combination with his own experience and ability for making the advertising effective and far-reaching.

Seventh, whether the advertising manager should write his own copy or originate his own designs for the various kinds of advertising which he is going to employ depends on the nature of the commodity which he is advertising. In many instances where the product calls for a peculiar kind of educational advertising the advertising manager can sometimes write better copy

and originate more effective designs than the advertising agency because of his long acquaintance with the product and because he is in the atmosphere of the factory and in closer touch with the sales organization. In many other instances the agency can get out better copy and originate better advertising ideas than he can because it has made a greater study of the art of impressing the human mind with the desire to possess salable commodities.

THE STUDY OF MEDIUMS.

Eighth, the advertising manager should know the special adaptability of newspapers, magazines and other mediums to his particular product. He should know enough to use magazines for national publicity and newspapers for localizing that publicity, bringing the consumer up to the door of the dealer. The advertising manager is the only man in the advertising business who is in a position to take a rational view of advertising. He

STILL GOING UP

THE WORLD TO-DAY added 2,044 new yearly subscriptions for the week ending June 18, 1910. The distribution of these subscriptions is as follows:

Eastern States	409
Central States ("Uncle Sam's Bread Basket")	1,101
Western States	429
Southern States	105
	<u>2,044</u>

Over 90% of these subscriptions go direct to homes of people of the great Middle Class—the real buyers of advertised commodities.

To repeat—circulation of this class is good because it reaches the right people and is stable. There are no returns. Every copy circulates.

The above subscriptions are but the beginning of a campaign, backed by ample capital, for the purpose of placing THE WORLD TO-DAY in the front rank of American magazines. The plan is sound—the publication ideal—watch us grow.

THE WORLD TO-DAY CO., CHICAGO

is not selling space or circulation. The publisher's representative will talk circulation as though it were a tangible commodity. The man who is advertising a product and spending money for a corporation knows that he is paying for the opportunity to attract the attention of the readers away from editorial and news matter. He is simply buying a chance. The publisher can guarantee that his publication has a certain circulation, but he cannot guarantee that your advertisement will be read. Whether it will be read or not is largely up to you, and even then the "make-up man" may put your ad where nobody can see it. The advertising manager should make a study of all mediums. He should study their editorial character and learn if possible the kind of people who read the different publications. There is no other way in which he can judge of their value as advertising mediums for his particular product. You cannot always depend upon solicitors or representatives for this information. Many of them do not possess this information.

Ninth, having determined upon a definite plan or policy, the advertising manager should stick to it. "Keeping everlastingly at it" is the secret of successful advertising. Adopt a schedule to fit the appropriation. It is unnecessary to say that this schedule should be based upon your selling plans and trade conditions that affect the sale of your product and should not be arranged with reference to passing the appropriation around among a given group of publications. The man who will allow a game of golf, a theatre ticket or a dinner at the Waldorf-Astoria to influence him in such matters is a poor, weak, despicable creature who will get the contempt of the publishers themselves and will not last long in the advertising business. The advertising manager should have enough character and stamina to pick his own mediums and run his own business, even though he may yield to the pleasures and beguilements of good fellowship.

VALUE OF FINANCIAL INTEREST IN FIRM.

Tenth, the advertising manager, whenever it is possible to do so, should be a stockholder in the concern which employs him and should occasionally sit in the councils of the executive board. Inviting him to sit with the executive board is not only an expression of confidence in his judgment but is a recognition of the importance of advertising and its close relation to salesmanship. If he is a stockholder he will be spending his own money for advertising and every scheme he adopts to enlarge the market for the product will redound to his own financial advantage and at the same time give him prestige and standing which insures his position in the advertising world. If he cannot own any stock he should be the accredited representative of some big stockholder. He should be master of his own job. He should be so thoroughly familiar with the publications of the country and should have such a thorough knowledge of advertising that all matters pertaining to advertising should be very promptly and willingly referred to him by members of the corporation which he represents.

The advertising manager should not claim too much for advertising. He should, however, have a sufficiently comprehensive knowledge of the business in which he is engaged to know just what measure of its success is due to advertising and he should know as nearly as it is possible to ascertain just what relation the advertising bears to the annual sales of the product. If he is handling a large appropriation he will be bombarded by many telegrams, special delivery letters from special agents and by callers who will tell him that "they came all the way from New York just to see him." If he is a man of the right character and stamina, however, such things will not disturb his tranquillity. He should be a man of amiable equipoise and never-failing affability. If he has the right stuff in him he will allow none of these stampeding methods

to interfere with the arrangement of his advertising schedules and plans. In buying space and selecting mediums he will be governed only by trade conditions, by past experience, and a knowledge of the possible consumers to whom he must make his appeal.

Eleventh, the advertising manager should have some knowledge of printing and lithography. If he has been a printer some time in his life, so much the better. A knowledge of the mechanical technique of these arts will be of great advantage to him in the preparation of booklets, leaflets, folders and other advertising literature which come under the direction of most advertising managers. When it comes to advertising commodities that have a world-wide market the advertising in the magazines, newspapers and other media is only one feature of the work that falls to the department.

The advertising manager should not be a desk man. He should have a desk, but he should not keep his nose on it for any fixed number of hours. My best advertising "copy" is written on the train, at home, on a boat, or in church. I seldom sit an hour in my pew in church without evolving one or more good advertising ideas and I usually have them effectively framed in words before the time for the benediction arrives. Sometimes the preacher is too distracting to permit of the necessary mental concentration, but even when he threatens to be interesting I can sometimes hide in comfortable seclusion behind the "Merry Widow hat" in front of me, and, thus obscured from the pulpit, it is easy to let my mind wander away into fields of Shredded Wheat. All of which means that an office is not the best place in which to write good "copy" or to originate advertising ideas. The wise advertising manager leaves much of the letter-writing and much of the details of his department to a detail man who has a mind for details and who will relieve him of the work that tends to destroy the creative faculty which gives dynamic force and vitality to advertising.

Day by Day

Circulation Statement of
the Boston Daily Post and
Boston Sunday Post for
the month of June, 1910

	Sunday	Daily
June 1....		314,299
2....		314,163
3....		313,997
4....		315,354
5....	255,578	
6....		313,712
7....		312,773
8....		313,585
9....		313,824
10....		313,142
11....		315,870
12....	253,630	
13....		316,777
14....		313,965
15....		314,209
16....		314,498
17....		326,034
18....		317,200
19....	253,546	
20....		319,214
21....		316,304
22....		317,362
23....		318,629
24....		320,065
25....		319,979
26....	256,318	
27....		321,682
28....		319,829
29....		321,313
30....		322,017

TOTAL BOSTON DAILY POST.

26 issues.....8,239,796

TOTAL BOSTON SUNDAY POST.

4 issues.....1,019,072

DAILY AVERAGE

316,915

Gain of 36,350 Copies Per
Day Over June, 1909.

SUNDAY AVERAGE

254,768

Gain of 2399 Copies Per Sun-
day Over June, 1909.

PROFITABLE TRADE AMONG LATIN AMERICANS.

NINETY MILLION PEOPLE NOT YET AGGRESSIVELY REACHED WITH AMERICAN GOODS — CONFORMANCE TO CUSTOM—NEED OF MORE PRACTICAL AND AGGRESSIVE EFFORT—FOREIGN COUNTRIES PLUCKING PLUMS PROPERLY OURS.

By Hon. Ricardo Villafranca.

Former Consul-General of Costa Rica; Sub-Director-General National Bureau of Statistics, Costa Rica; Secretary Delegation of Honduras to Pan-American Congress, etc.

By seeking an extension of United States trade with Latin-American countries means seeking to cater to the wants of 90,000,000 people inhabiting 21 republics and the several isles and mainland possessions south of this nation.

To do business with those ninety million people it means a good deal more than to duplicate the selling capacity of the United States. This in itself means something worth being attended to, since it represents no small share of the world's trade; there is no nation that would not make every kind of effort to secure it and to retain it, and the United States should do it at once. England, Germany, France and other European nations have heretofore interested the Latin American countries with the constant interchange of commodities, granting the most liberal conditions to their American customers.

It is only of recent date that this great republic reached a point when the production of natural and manufactured articles exceeded the local needs, thus becoming compelled to seek for other markets, and having obtained so far a small share of the Southern trade. This has been done without knowledge, attention and proper regard to future developments, and in many cases hurting the feelings or the interests of the far off customers. Conditions today are entirely different, and the Americans must of necessity seek to cater to that trade; that they

will have to do it *now, soon, without delay*, or else Europe, who is also becoming alarmed and more energetic every day, who does not look upon the United States prosperity with indifference, and feeling besides spurred by a certain amount of jealousy of its wonderful development, will make untold efforts, which she has already begun to exemplify, in order to keep American products away from those countries, retaining for herself the control of the Southern markets. John Barret, Director of the Bureau of American Republics, has very wisely expressed his opinion on this point by saying: "It is a case of *now or never*."

PANAMA CANAL MAY GIVE COMPETITOR'S ADVANTAGE.

Let us hope that the Panama Canal will find the American manufactures and other products well established in each of those countries. If so, the Canal will serve our own commercial purposes, and will be highly beneficial to our interests; but if we are to continue with our present apathy, then the Canal will act to foster *our competitor's interests* in foreign countries, and particularly so in Latin America, thus hurting our own, which should have been the first to be benefited and protected.

It is quite important to bear in mind that the Latin races, particularly in America, have not as yet developed the praiseworthy habit of economy, as have the people of many other nations, and that in consequence they are collectively and individually spendthrifts. They are extravagant in everything they do, and must get the best that can be procured. It is not uncommon to see towns with only 30,000 people having a theatre built with the best of material, highly loaded with the finest Carara marble and decorated by the most noted Italian artists, costing from three to four million dollars. Those same towns, or others not a great deal larger, can with pride exhibit artistic and commodious public buildings, such as universities, banks, churches, markets, hospitals, etc.; long and beautiful boulevards.



Commercial Artists

who understand how to put "*sales ability*" into illustrations—not art for art's sake, but **art for the sake of sales**—expert engravers who know how to make perfect printing plates, will make your next catalog more effective, your advertising more convincing and increase your sales and profits.

300 artists and engravers (specialists all) are ready to take up your work.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalogue Plate-makers

215 Madison Street, Chicago

Branch offices in fifteen principal cities

Our advice and co-operation is yours for the asking and we'll not only save but make you money.

THE kind of advertising that only sells goods isn't good enough.

¶ It should make the public feel acquainted with you—have confidence in you.

¶ That's the kind of good will you may need some day.

H. E. Lesan Advertising Agency
NEW YORK CHICAGO

vards; carefully designed parks and squares; well kept streets; and, finally, a great many of the modern comforts that several of the well-known cities in Europe are still in want of.

What the local authorities do to beautify their cities and give them all kinds of attractive features, as far as they are able, is just what the individuals do in their homes, the agriculturists in their farms, and the merchants in their places of business; everywhere is to be found an irresistible inclination to obtain comfort and luxury at any price. Ladies are not the exception to the rule for economy; they like to dress with elegance, and they do so by importing from Europe the best silks, embroideries, laces, ribbons and jewelry to conform with the latest "mode Parisienne." Their balls and theatre parties are just as brilliant as in any of the European capitals among the best-do people.

The above remarks can find a ready confirmation in the following numerical truth, which although it might seem grossly exaggerated, can be verified by consulting the statistics kept in Washington, and is this: that Latin America in proportion to its population has a larger foreign commerce than many other countries. This can be better illustrated by making a few comparisons.

Argentine Republic in 1905 having a population of only (6) six million people, bought and sold more than China with (300) three hundred million people, and than Japan with (40) forty million. The foreign commerce of Chile, with (3,500,000) three million and a half people, was larger than that of Eastern Siberia, Korea, Siam, Indo-China and the Philippines combined, with a population of (50) fifty million people. It suffices to say that the countries south of us had a foreign business in 1908 far exceeding (2,000,000,000) two thousand millions, which left them a balance to their favor of over two hundred and forty millions (240,000,000) dollars.

On the 19th of April last, at a meeting of the Merchants and Manufacturers Association of Baltimore, at which I was invited to give my views on Spanish-American trade, Dr. A. R. L. Dohme, of the wealthy and well-known firm of Sharp and Dohme, manufacturers of drugs and chemicals, gave the following statement: "We have been doing business with Spanish-American countries for a little over two years, and have now six traveling men working for us. Notwithstanding that our products are of a nature that makes it difficult to introduce and get them generally known, I have not seen the time when each one of those traveling agents has not brought to us orders for one trip amounting to (60) sixty thousand dollars or over. The business is there and we propose to get it."

Other firms writing to a well-known publisher of the city of New York express themselves as follows: "CINCINNATI, OHIO, July 8, 1909. We have always been strong believers in foreign trade, have always worked for it, and worked hard for it; for we believe that at some future time it would be a dependence. Such a time came during the depression of 1893 when our factories were almost exclusively run on foreign orders alone.—J. A. FAY & EGAN COMPANY (Ray T. Maston, Manager).

It is not uncommon to see in Latin America, as traveling agents, men who ignore the Spanish and Portuguese languages, who have not the slightest idea of the general conditions, manners, mode of doing business and are unfamiliar with the every-day rules of common politeness, indispensable in those countries. I am sure that none of the gentlemen sales managers who I have now the honor to address would ever accept as a traveling agent for the United States trade a man who only spoke Arabic, just arriving from his native land, and ignoring completely the customs of the country; nor would they tolerate either one who would stutter, dress shabbily,

and would spit through his side teeth, to go out calling on bankers, financiers, diplomats, or high-class politicians.

The conditions expected by those Southern customers from headquarters in America, are more or less the same as those they get from Europe, or about the same that the North American importers expect and obtain also from houses they deal with in Europe, viz.:

First—That the shipping and consular papers be drawn just as the law prescribes, thus avoiding unnecessary delays, loss of time, annoyance, and the heavy fines or confiscation of goods imposed upon, for such neglect.

Second—That after their identity and proper responsibility is given, proven and accepted, a reasonable period of time be allowed them to make settlements. In Europe this period is from three to six or even nine months; with or without interest, and according to the article.

Third—That good, solid and careful packing be done to insure the safe arrival of the goods. If the destination point is not connected by rail with the port of entry, packages must not be too bulky nor too heavy, especially if pack mules have to be used to haul freight. Roads where pack mules do the work are very bad, steep and dangerous, hence the packages have to be made to fit that condition, moreover knowing that those beasts of burden are very small, and not too strong.

Fourth—When articles, such as silks, laces, jewelry, etc., and, in general, articles of luxury, are sent over, they must be packed securely, but at the same time in as light a boxing as it is possible, since the duties are collected at so much per pound or kilo, gross weight.

Fifth—All charges when making an invoice or account of sales must be reasonable, not exaggerated or invented, as is frequently the case; the same is applicable to commissions and rate of interest. All these things are already pretty well established over those countries; they have been doing foreign business for hundreds of years and know what to expect, and when they do not get it they become justly irritated with the idea that foreigners have tried to cheat them or deceive them.

Sixth—Manufacturers must try to sell to them what they can use, what conforms more closely with their inclinations, and habits, and not what might be suitable here or in other parts of the world. The Europeans do this willingly and satisfactorily. If, for instance, a certain cloth or stuff sells well in such colors, designs and width, they will make them just so, and even go as far meeting their requirements as weaving with the number of threads required to the square inch; the Southern merchant knows better what his customers require of him and there is no use trying to compel him to make

a sudden radical change. Little by little, these things can be accomplished, the habits of a nation cannot be changed in one month or in a year. The same is quite applicable to almost everything else, and for that reason I believe that nothing produces better results than the sending of intelligent agents.

Seventh—It is very often the case to find merchants who are also farmers, producing coffee, cocoa or sugar, etc., and when they are not themselves the producers, they almost always handle such products either to procure in that manner cheaper exchange, or because their business compels them to accept such products in payment of their goods. These articles are sent in consignment to the exporting houses with which they do business, here or in Europe; these sell them at the best market price possible. They leave, as a general rule, such funds in deposit to draw on for the payment of their purchases, as they may require them. It is quite an established practice in Europe, and here as well, with some houses to open a credit to the parties dealing in such natural products, and often directly to the farmers, during the harvest time; these advances are paid back with interest, commissions and charges when they make their consignments.

A firm contemplating to extend its business in Latin America should do one of three things, or the three combined, thus: to establish branch houses in some of the important capitals, to have first-class agencies, and to send good traveling agents. The first plan is the best, but requires thorough knowledge of those countries. The second, or, in other words, the giving of agencies is a good manner of doing business, if the high-class firms or individuals can be procured, to take charge of the business in a thrifty and business-like way. I know from personal inspection that the greatest number of the so-called agents are not worth anything to the manufacturers, who think that they do *no business* there because there is none to be done. I am perfectly convinced that under ordinary circumstances no general agents should be named for a whole country. I believe that the representation in almost every case should be limited to a small territory, and for a short period, so as not to handicap the manufacturer for future development. *But what I consider the very best plan is to send traveling agents with the proper qualifications.*

WHY NEWSPAPER ADVERTISING SHOULD BE MORE CENSORED.

PROFITABLENESS OF CLEAN COLUMNS
—HOW NEWSPAPERS CAN HELP
FOREIGN ADVERTISERS—NEED FOR
ONE RATE—ADDRESS BEFORE NEB-
RASKA EDITORIAL ASSOCIATION.

By *W. N. Huse,*

Editor, Norfolk (Va.) *Daily News.*

The newspaper that has one rate for all advertisers is the newspaper that in the long run will receive the largest amount of business. The publisher should play no favorites whatsoever. There is a general impression among foreign advertisers that newspaper space can be bought and dickered for just like dry-goods or some other merchandise. The newspapers will never receive the amount of business which is due them until this impression is removed. The newspaper should not discriminate against the foreign advertiser in favor of the local advertiser. If the foreign advertiser agrees to use as much space as the local merchant he should be given the same rate. Next to a stability of rates comes the class of advertising to be accepted. A cleansing process has been going on for the last three years and results show that it pays, for the advertiser who is on the square does not like to have his ad appear in the same publication that runs the ads of a lot of fake propositions. This cleansing of the advertising pages gives readers more confidence in what they read in the advertising columns and materially benefits the cause of advertising to all.

The time is now here for newspapers to adopt the course that no fake medical advertisements and bunco land schemes or any advertisement which would tend to destroy confidence in advertising should be accepted. When more newspapers get together, stick to their card rates and keep their advertising columns clean and clear of all off-color propositions, then and not until then, will they receive the business they

should. So one can estimate the great volume of business that will flow to the newspapers when this policy of open and above board rates and clean advertising pages is adopted. More and more every year old time advertisers are coming into the newspaper field and the only reason why all magazine advertisers are not newspaper advertisers is that they are always afraid that they are not getting the lowest rate. The newspaper publisher can do a great deal to help the foreign advertiser by seeing that the merchant who handles the advertiser's product in his town does his share in pushing the sale of the advertised product. If the local merchant is also an advertiser, the publisher should prevail upon the merchant to turn over his space once in a while to the cause of the foreign advertiser's product. He should also prevail upon the local merchant to give the advertiser's product its share of the window display, for the publisher, by co-operating with the dealer in this manner, not only helps the foreign advertiser, but helps himself and the local dealer. When a foreign advertiser sees that his advertising is producing results in a certain community, that community is the first to receive an increased appropriation for advertising and this increased appropriation means more business for the publisher in that territory and the local merchant.

The Norfolk News once received a telegram from an agency offering \$300 for a certain series of advertising, asking for an immediate answer by wire. The offer looked attractive, the \$300 looming up in large figures, and at first glance it appeared to be a nice fat foreign contract. Time was taken, however, to analyze the proposition, when it was found that the offer amounted to about one-third regular rates, and the reply that went back to the agency was probably a little disappointing to them, for before the year was over the agency had paid the paper more than \$800 net for the identical work for which it had offered \$300 per telegram.

What Are You Doing For the Dealer's Farm Trade?

Why don't you go before the dealer with 100 per cent co-operation?

The dealer is impressed with your magazine or newspaper advertising, but he knows it can't cover his big farm patronage. In the West, this trade often reaches 75 per cent, or more.

He can't feel as much like "linking up," nor can he order as big a bill as if he knew you were reaching his rural trade with an influential national farm paper.

FARM AND FIRESIDE added to your list will provide you with the maximum dealer co-operation for the least cost—not in one state, only, but throughout the country. Its hold on its readers has been cementing for 33 years. It guarantees their money's worth from advertisers.

Isn't all this just what you are looking for?

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

11 East 24th Street
NEW YORK

Advertising Department Offices

Tribune Building
CHICAGO

"Canada in a Nutshell"

**Some Interesting Facts Regarding
Canada's Leading Newspapers**

A MERICAN manufacturers who desire to expand and are looking for a new market across the Canadian border will find the essential factor to promote sales in the small towns and rural districts throughout the Dominion—THE FAMILY HERALD AND WEEKLY STAR (Montreal)—circulation 140,000.

Official records show that this paper is distributed from over 95 per cent. of the post-offices from coast to coast. As a matter of fact, there is hardly a prosperous English-speaking farmer in the entire Dominion who is not a regular subscriber to this paper. You should see a sample copy and note the representation of leading American advertisers who have been regular users of the columns of this paper for years.

THE MONTREAL DAILY STAR is recognized as the leading English daily newspaper of Canada. Circulation exceeding 75,000 copies daily—reaches over 95 per cent. of the homes of the English classes of Montreal. When you are ready to take up Montreal THE DAILY STAR is the first paper to be considered, as the English-speaking classes of this city represent the intelligent, thrifty, buying constituency.

More particulars about "Canada's greatest newspapers" for the asking. DAN A. CARROLL, *Eastern Representative*, Tribune Building, New York. W. Y. PERRY, *Western Representative*, First National Bank Building, Chicago.

OFFICE ECONOMY FOR ADVERTISERS AND PUBLISHERS.

DEVICES THAT ARE AVAILABLE FOR OFFICE HELP, PARTICULARLY FOR ADVERTISERS AND PUBLISHERS—SOME OF THE NEWEST IMPROVEMENTS AND INVENTIONS.

By H. S. McCormack,

Editor and Counsel, International Office Equipment Bourse, New York; Inventor Typewriter Tabulator, etc.

If we could compute the amount of money annually wasted in business offices to-day, the result would astound nine-tenths of the men identified with the business world. If the amount saved through labor-saving devices and systems could be gathered together and compared with the cost of doing the same amount of business either ten or twenty years ago, the comparison would be startling.

Dividends to-day, in many instances, are paid solely upon the saving effected in office and executive management, while in other cases losses show through inattention to saving and economy in office detail.

Labor saving devices introduced in business offices in recent years have revolutionized methods of doing business. Competition, however, is greater, and it is essential that the same care be exercised in the business office to retain business as is necessary upon the outside to create business.

In no line of business, as a class, is the value of time more appreciated than in advertising or publishing offices, yet in the majority of such the introduction and proper application of labor-saving devices has not received the same careful consideration as has been given the matter in other progressive commercial branches.

Addressing machines have revolutionized the methods of handling mailing lists and conducting follow-up systems. The introduction of an addressing machine is not sufficient in many cases to accomplish the greatest saving, as is evident from the fact that in some cases three distinct styles of addressing machine equipment

are installed in one organization, each machine and system applying directly to one class and character of work being handled.

One class of addressing machine is best adapted to constant changes in lists, the stencils used being inexpensive and quickly changed. Another class is especially adapted for reproducing or imitating typewritten addresses, for higher-grade lists. Still another class is particularly adapted to pay rolls, monthly statements and regular mailing lists where plain and legible names and addresses are desired, but where it is not essential that the work be of the highest character.

Duplicating machines are available for every conceivable form of work required in a business office. Each type of duplicator has its especial qualifications, and their value must be determined solely upon their proper application to the work upon which they are being used.

The highest development of the typewritten form letter of to-day is an automatic typewriter which utilizes a standard make of typewriting machine, the form letter being perforated upon a continuous roll of paper similar to the rolls used in automatic piano players. The lists of names and addresses to be used in connection with the form letters are perforated upon other rolls, and the machine automatically writes in the name, address, salutation, completes the form letter and then automatically changes to the next name and address for the succeeding letter. All of this is accomplished through the means of the ordinary electric current, even to the picking up of the letterhead, inserting it into the machine, and removing the completed letter, without the attention of an operator.

A machine is now being produced which takes blank sheets of paper, prints a letterhead in two colors, typewrites the body of a letter, fills in the name, address and salutation, and duplicates the signature, each and every operation being automatic.

A machine for folding the com-

pleted letters and automatically inserting them in the envelopes has been developed. By the use of this device, after the letters are folded and enveloped, the envelopes are sealed and delivered ready for mailing. This is one of the latest devices being introduced to the attention of the progressive business houses.

There are as many styles of computing machines as there are addressing machines or duplicating machines. One of the latest devices for multiplying and dividing is operated by electricity, the only effort on the part of the operator necessary being the setting up of the problems upon the keyboard. The answer, no matter how complicated or difficult, is arrived at by the machine and shown upon dials entirely automatically.

Card indexes, loose-leaf ledgers, modern and improved filing systems are essential details to the conduct of the modern office.

Sealing machines, which automatically seal thousands of envelopes and affix the necessary postage, are now saving hundreds of dollars in labor over the former methods in use for handling mail.

The dictation machine has become an invaluable assistant to busy executives, and many firms are handling double the amount of correspondence with the same number of operators as those who persist in sticking to antiquated methods.

An instrument for carrying on conversation from one office to another, or to be used for dictating instructions without the necessity of the dictator or operator leaving their respective desks is another modern invention of much value, and one which saves countless steps.

The officials of the leading corporations who find it necessary to sign thousands of checks, bonds, certificates, etc., are enabled to accomplish in a few hours the work that formerly consumed as many days. A device fitted with a battery of fountain pens enables them to sign ten to twenty checks or other papers easily and with much less corresponding fatigue at a single operation.

The conditions existing at this time, as never before, force a realization that useless waste and unproductive expenditure of time and resources are all but insurmountable barriers to the achievement of a healthy condition of business progress. A quarter of a century has worked miracles in the business office. Contrast the systems of to-day with the methods of former years where profits were figured upon the slate, where filing cabinets were unknown—surely the advance has been rapid in the introduction and adoption of office labor-saving devices, in spite of the well-known fact that progress along any given line is invariably slow.

Pneumatic tubes, interior telephone systems, adding machines, typewriters, time stamps, cost recorders, change making machines, and manifold systems are big dividend payers. A machine for counting coins of various denominations, wrapping them in packages and counting and recording their value is no longer a novelty, the latest labor-saving device in this line being an ingenious machine which counts and wraps paper money in packages regardless of the fact that the bills may be in various stages of dilapidation or may be new.

System takes care of the details; the mastery of mind over matter produces results which determine the power of the organization.

Whereas a few years ago business men figured production expense alone, now the realization of office expense claims attention, and the old question of hand labor versus machine production in this as in other such contests leans towards the side of progress and efficiency.

The commercial battle to-day is far too strenuous to permit of an indifferent man wearing shoulder straps, and in this struggle against competition, in this test of survival of the fittest, the weight of power must rest with the man who progresses and takes advantage of every opportunity to increase the efficiency of his organization through the adoption of labor-saving devices in all their branches.

FACTS

Country people form 70 per cent of our population—19 per cent on farms—44 per cent in small towns.

They are prosperous—read advertisements and buy liberally from advertisers.

Boyce's 2 Weeklies reach the country people.

Carry more advertising than most country papers yet guarantee that net cash receipts from circulation less commissions or prizes or premiums or unpaid subscriptions will exceed total NET advertising receipts for 1910 by at least 50 per cent.

That is the strongest NET proof of natural demand ever shown by a publisher.

Boyce's Weeklies are sold for straight cash without premiums by 25,000 boy agents.

They are the greatest purveyors of news and family reading to the plain folk in small towns and on farms.

The circulation is big—guaranteed—PROVED—way over the guarantee right now.

The advertising rate is low—very low—figure it out and compare it with other publications.

Boyce's Weeklies give advertisers the most REAL readers per Dollar of Cost.

***"Boyce's Weeklies Are Paying Fine.
Ask Any Advertiser"***

W. D. BOYCE CO., 500 Dearborn Avenue **CHICAGO**

Boyce's 2 Weeklies { **THE SATURDAY BLADE**
THE CHICAGO LEDGER

750,000 Copies Weekly—\$1.60 Per Line

SEND FOR 2 FREE BOOKS ON COUNTRY ADVERTISING

ADVERTISING IN CANADA MEANS
 ADVERTISING IN

La Patrie

(MONTREAL)

American advertisers cannot develop the widest possible markets for their products in Canada unless they take into consideration the immense French population.

To appreciate this statement it is but necessary to know that of the entire population of Canada approximately *one-fourth* (or 1,800,000) are French. Of this number all but 400,000 live in the Province of Quebec; and in the heart of this populous, prosperous section is Montreal, not alone the largest city in the Province, but in all Canada.

Out of the 642,000 inhabitants of Montreal over 70 per cent are French. Not only do these people speak the language but their churches, courts, schools, theatres are French.

Here is the stronghold of LA PATRIE. It is the paper of the Montreal French.

By actual count LA PATRIE goes every day into 95 per cent of homes of the best French families of Montreal.

For the first five months of 1910 LA PATRIE has had an average daily circulation of over 43,000, and on Saturdays (weekly edition) of over 56,000.

Are not these facts conclusive proof that the French element in Canada is not merely important but *absolutely vital* to every advertiser who wants Canada's trade? And that LA PATRIE is essential in the same ratio?

Proof of the advertising value of LA PATRIE will be sent to any advertiser anywhere promptly on request.

Ask us for a detailed sworn circulation statement.

La Patrie

La Coste & Maxwell
 CHICAGO

La Coste & Maxwell
 NEW YORK

ADVERTISED LINES VS. NON-ADVERTISED LINES.

THE DEALER'S ADVANTAGES IN CARRYING NATIONALLY FAMOUS BRANDS—TRANSIENT TRADE—FACTORY BACKING—WEAKNESS OF NUMEROUS LINES.

By M. S. Higgins.

Advertising Manager, George E. Keith Co. (Walk-Over Shoes).

It's a curious fact that there are still some retail merchants who consider their own personal name of greater local commercial value than a trade-mark name known nationally.

When one attempts to analyze the mental process by which they have reached this conclusion he becomes bewildered and finally dismisses the subject with a feeling of pity. Excess of egotism or ignorance are the only deductions that one can draw from such a course.

If we analyze the man, we find that he is suspicious of the motives of manufacturers. He is totally unable to estimate advertising values. He knows nothing of the strength of team work.

His so-called "independence," of which he boasts, prevents him from utilizing the powerful momentum of another. His mentality is inadequate to reading the signs of the times as well as human nature. He announces in his actions and in his words that "he can paddle his own canoe."

Meanwhile, his competitor secures trained helpers, offered by the manufacturing organizations, to do his paddling, while he sits in the stern and steers.

The man who has egotism in his bones, finds himself out-distanced repeatedly and the poor fellow just as repeatedly, wonders why. If he would take the time to think the thing out in a logical way he would reason about thus:—"I am selling goods to the consumer, made by the manufacturer. We three, therefore, form a trio in which each one is naturally and vitally interested in what is done by the other two.

"The manufacturer is interested

in us because he wants the consumer to buy of me, so that I may buy again from him. Consequently he adopts an identification brand and advertises it in my interest.

"I am interested in *them* because the manufacturer creates trade for me and the consumer brings me the money. The consumer is interested in *us* because the manufacturer has created a reputation for his brand that he does not dare to endanger by cheapening his product. Consequently the customer is sure of quality, and, moreover, this brand can be bought only at my store."

That's simple enough and logical enough for anybody, and it works out absolutely, both in the general principles and in all the many details in all branches of the business.

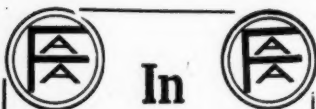
THE POWER OF FACTORY BACKING.

Take the manufacturing end. The tremendous backing of the factory organization is a wonderful thing, but it can be obtained only on a "give and take" basis. All business must be, and is, conducted on reciprocal lines. Manufacturer, dealer and consumer all come under the law of reciprocity. "The more you give, the more you get" applies particularly to the retailer in his dealings with the manufacturer.

If he buys under his own private brand, or under no brand, from a reliable house he gets a dollar's worth of value for each one hundred cents, and that is all. The transaction ends when the invoice is paid.

The dealer who buys competing advertised lines from several manufacturers, gets value received plus indifferent advertising support from each manufacturer, all of which is weakened because the moment it is used the dealer's publicity begins to compete with itself, and the consumer wonders how he is to know which is really best when even the dealer hedges.

The dealer who buys an advertised line exclusively, in so far as possible, from one manufacturer, gets value received plus the



In The South

FREEMAN'S AGENCY has made good. We are a success ourselves because we have handled our client's business successfully. We handle the majority of the larger advertising accounts in this territory and continue to handle them. We have an even thousand testimonials. We study conditions carefully and advise accordingly. That's our reason for asking you to consider us when choosing your agency. Write us for information.

Freeman Advertising Agency Incorporated

Seventh Floor Mutual
Building

RICHMOND
VIRGINIA



PUBLICITY PROMOTER WANTED:

A strong advertising man *who has confidence in himself* to represent "THE SOUTHLAND" Magazine in the south and negotiate with towns and business organizations for publicity in same. There is big money for the right man, for the Southern towns are spending a vast amount of money this way and "THE SOUTHLAND" Magazine is most popular.

Address:

"THE SOUTHLAND"
Magazine

Norfolk - - - Virginia

whole-hearted enthusiastic support of the factory organization.

Loyalty begets loyalty. Anything else would be against the laws of nature and in the final analysis nature's laws come mighty close to ruling commerce.

The sales manager realizes that the loyal buyer is depending upon the factory exclusively for his merchandise, and it is not only logical but imperative that he should do everything possible to see that the store is stocked at all times with a full line of goods and that emergency orders are given the right of way, not only because of loyalty but because business principles force him to do so, and the store naturally gets better service than would be the rule if it were buying goods without a brand.

The credit department takes this into consideration when handling orders and especially in times of financial stress.

ONLY HIMSELF TO DRAW UPON.

All of this is likewise true in principle as applied to the advertising. The man who carries non-advertised lines must look to himself for advertising ideas.

He is usually unfitted for planning a definite, consistent and effective advertising policy. He is inclined to regard each single idea as a unit. If it "looks good," he adopts it regardless of whether it works in harmony with his other advertising plans or not. He has no definite policy. He cannot analyze local conditions and plan an advertising campaign to meet them, because he has not been trained to do so.

He has no source of enthusiasm from which to draw except himself and an occasional advertising salesman who may visit him seeking business. His own enthusiasm is sure to fail him frequently and that of the advertising salesman is sure to mislead him at times, because of his own inability to thoroughly analyze his needs and the value of the proposition as applied to them.

By carrying one strong advertised line, made by a manufacturer whose organization permits him

to give good quality and prompt service, the dealer is better able to do a certain volume of business on less capital;—consequently it lengthens the net profits on a year's turn over.

His customers are better satisfied because of the larger range of sizes and styles from which to select; thus they are sure of having their needs and their tastes both satisfied, which would not be the case if the capital were split up among several different lines which could not possibly be carried in a full range of sizes and styles. The personal pleasure of his customers is assurance of repeated sales.

TRANSIENT TRADE AND STANDARD BRANDS.

Take the question of transient trade. There are thousands of travelers circulating over the country all the time. They recognize those stores with advertised brands as old friends. They see the name repeatedly as they move from place to place.

They look upon the store that sells non-advertised goods just as the cowboy looks upon the maverick—as something having been lost in the round-up—a sort of wanderer that does not know where it belongs. When the traveler buys, he does just what you and I do—he seeks the familiar name.

Take the question of quality. As a matter of self-protection the retailer should realize that an advertised name is the guarantee of a standard. The moment that the words, "quality, fit and style," are used in conjunction with a name by the advertising end, that moment the manufacturing end is absolutely forced to establish the highest possible standard, and live up to it.

The purpose of the manufacturers' advertising appropriation is to establish a reputation with its consumer. The only way to maintain this reputation, after having been secured, is to maintain character in his product.

The store that sells unnamed lines does not, and cannot, have this safeguard. Moreover, the store takes on a stronger character

A YEAR OF YEARS

This is the year of the General Convention of our Church.

Men of prominence in the business and financial world and in national affairs, and our bishops and clergy, will come from every State in the Union to Cincinnati in October to consider for three weeks the issues which affect the life and work of their Church.

With each Convention year comes an increased interest in the affairs of our Church, an increase in readers of the Church press and a closer study of its columns. These are facts which the live and enterprising advertiser should not overlook.

THE CHURCHMAN is the National Episcopal weekly. It will pay you to give it careful consideration this year in your advertising plans.

THE CHURCHMAN CO.
Churchman Building, New York

...THE...

Oldest Trade Paper IN ITS CLASS IN THE WORLD

Means something—if in all its career of over 30 years, it has always been the leader, and is everywhere recognized as such. The

National Harness Review

of Chicago, enjoys this distinction. Its largest and guaranteed circulation makes it worth while. Its aggressive leadership wins many new and vitally interested readers. Its advertisers stay with it and pay a much higher rate than in other papers, but only on the basis of greater return at least cost.

Page per month \$30; Half page \$20; Quarter page \$10.

National Harness Review
358 DEARBORN ST., CHICAGO

with the one strong line. It has more impressiveness than the "junk shop" which offers a few sizes and a few styles on each of many lines.

One has a *line*, complete in every way, selected after searching the markets thoroughly and chosen because the owner of the store believes that it is the best. The faith of the proprietor and of all his clerks is real and it is unconsciously communicated to customers. The mental influence is tremendous.

CLERKS AND NUMEROUS LINES OF GOODS.

On the other hand, the clerks in the store with many lines offer from one of them with a half apology. Their actions say: "I don't know if you will like this but if you don't I have something else," and there is a doubt in the mind of the clerk of his having *exactly* what the customer requires in point of size.

The mental suggestion is an unfortunate one and even though a sale satisfactory to both parties may be made, the owner has lost the opportunity for creating an absolute conviction in the mind of the customer of the strong character of his store service, simply because he has made this character non-existent.

The man who thinks he is independent because he carries no advertised lines is like the candidate for political office who soliloquizes in the solitude of his library: "I'd like to be governor but I'll not sacrifice my independence to any party organization. Everybody knows me, and my well-known personal principles. I'll buck the machine."

His opponent puts himself in a position where he has the entire party organization behind him. Party-orators advertise him. Party papers advertise him. Personal literature mailed to the voters at the expense of the organizations advertises him. The prestige of the party name linked with his advertises him. It is natural that he should win.

I knew of a firm of fairly successful retail merchants who were

located in a prosperous city in the Middle West. The only point on which they differed was on this question of carrying advertised lines. They had never done so. One wished to; the other would not sacrifice his independence. Their differences became so acute as to cause a dissolution of partnership.

The man who would obtained a store across the street from his former partner, he secured the exclusive agency for a well-known brand and bought exclusively in return.

He visited the manufacturers, spent some time with the Advertising Department, explained conditions thoroughly and asked plans for an advertising campaign to meet them, which were made and carried out with enthusiasm.

After a year or two, when it was too late, the "independent" man had sufficient proof of his mistake and now he is *very* sorry.

The dealer who runs his business as though he was seeking personal fame rather than fortune is bucking the tide. He forgets that in this twentieth century fortune must precede fame.

The man who carries the advertised line is swimming with the tide and is making the tide do half the work.

The advertising fraternity of Boston was shocked to learn of the sudden death of James G. McGowan on July 2d. Mr. McGowan had been for several years the advertising manager of the *Boston Post* and was one of the best known and most respected men in the business.

Manly M. Gillam, of New York, addressed the Cleveland Advertising Club, June 29th, on the subject "Advertising that Pays." Other speakers were Robert Tinsman, of the Federal Advertising Agency, New York, and R. E. Fowler, of Cleveland.

The Harding Advertising Company has been incorporated at \$60,000 to do business in Newark, N. J. The incorporators are: A. J. Harding, H. J. Stevens and S. A. O'Neil.

Lee Haney, who for the past four years has been advertising agent of the Colorado Midland Railroad, announces his intention of going into the real estate business for himself.

The magazine that made the *most notable gain in circulation and in volume of advertising* during the past year was

THE
American Magazine

This is the magazine which an authority said "*has more sincere friends among people of intelligence than any other national publication*"—an opinion that is being confirmed by the leading national advertisers of the country in results.

If you advertise at all, use THE AMERICAN MAGAZINE—it is the best buy in the entire field of advertising.

Contracts for space may be made now for not more than one year at the present rate—\$312.00 per page.

THE PHILLIPS PUBLISHING CO.
Union Square, North - New York City
150 Michigan Boulevard - Chicago, Ill.

Personal Letters

AS

Business Builders

The great problem in the use of Form Letters is to give them a *personal* character.

Our method is to produce *actual typewritten letters* in multiple quantities — filling in the names and addresses with absolute matching—giving them every appearance of dictated personal letters.

This quality of letters will cost you a little more than the usual slip-shod, smudgy form letters—but the increase in results is so far out of proportion to the slight increase in cost that the latter is entirely lost sight of.

You'll realize the truth of this as soon as you see a few samples of our letters, which will be sent you on request. Write or 'phone for them.

**UNITED LETTER
DUPLICATING
COMPANY, Inc.**

**350 BROADWAY
NEW YORK
TELEPHONE : FRANKLIN 3067**

RECENT PURE FOOD AND DRUG LAWS AND AD- VERTISED PRODUCTS.

INTERESTING EXCEPTIONS TO ADVERTISING STATEMENTS MADE BY CONNECTICUT EXPERIMENT STATION—HOW LAWS ARE MAKING FOR BETTER PRODUCTS.

By H. M. Horr,

Advertising Manager, "Dioxogen" (Oakland Chemical Co., New York).

It is an accepted fact that modern publicity is free from much of the exaggeration and fraud that, twenty or thirty years ago, was a predominant feature of advertising of all kinds. To-day it is recognized that the most effective advertising is that which presents true facts in the simplest, most attractive and most convincing manner.

There are still many advertisers, however, who, while not intending to misrepresent, make claims for their products which are not borne out by the scientific investigations and analyses which are frequently being made by Federal and State authorities under the existing food and drug laws.

The Biennial Report (1909-1910) of the Connecticut Agricultural Experiment Station, for example, contains some most interesting references to quite a group of widely advertised products sold in that state. A brief review of a few of these will show that these investigations are bound to have a decided influence in raising the standard of advertising by making it eventually simply "suicidal" for food or drug advertisers to claim qualities which their products do not possess or which they cannot be proven to possess.

The following extracts from the report referred to should not be considered as in any way reflecting on the real merit of the articles mentioned. It does not mean that the experimental station believes that these products are in any way objectionable, but that certain "advertised" claims, either on the label, printed matter or elsewhere, are open to doubt when subjected to their cold-

blooded methods of analysis. The italics indicate in each case the statement to which objection is made, with the remarks of the experimental station following:

E. C. CORN FLAKES TOASTED.

"The thorough cooking converts the starch into digestible substances."

Unconverted starch is a perfectly digestible substance and a healthy person can digest it himself quite as safely and conveniently as a factory. This article contains 61.31 per cent of unconverted starch. Only a small portion of the starch has, therefore, been converted.

COOK'S FLAKED RICE.

"Expert analysis shows that Flaked Rice contains 87 per cent nutriment, beef 45 per cent, potatoes 21 per cent. One pound of Flaked Rice contains 21 per cent more life-giving nourishment than a pound of beef and a pound of potatoes combined."

As to composition it should be noted, that the nutriment in this food, as in potatoes, consists chiefly of carbohydrates, nearly all of it insoluble starch, while in beef, protein constitutes most of the nourishment. The comparison of foods as to value, without considering the nature of the nourishment in them, is about as futile as a comparison of punctuality and temperature.

QUAKER PUFFED RICE.

"The wonderful invention of puffing rice cooks the starch granules so thoroughly that Quaker Rice is very largely a predigested food."

It is misleading to claim for a partially dextrinized food that it is "predigested," because no digestive process has been employed and the changes brought about in the food have little relation to those caused by digestive ferments.

HOLLAND RUSK.

The words "Made in Holland" appear on the label in large letters under a picture of a typical Dutch windmill; in small and inconspicuous type "Holland, Mich.," is designated as the place of manufacture. The label is misleading and the food is clearly misbranded.

FORCE.

"The Natural Food for Creating Power, Repairing Waste, Maintaining Energy. Force is food, not medicine—food for tired nerves, overworked brains, flabby muscles, weak digestions."

Any real food is for tired nerves, overworked brains, etc. There is nothing in the description of its preparation or its chemical composition to indicate any very peculiar adaptation to the wants of the system.

GRAPE-NUTS.

"A food for Brain and Nerve Centers."

Exception can well be taken to the claim that Grape Nuts is distinctly a brain or nerve food. Any real food is also a brain food.

The above constitute a few of the criticisms of the Connecticut

GO SOUTH for BUSINESS

A great market—a growing market—that is the rich section of which Louisville is the center. And the entrée to the cream of the homes in this section is

The Courier Journal

in the morning. Read by successive generations of the best Southern families, the Courier Journal today has an advertising value that is remarkable.

For a complete campaign use the Courier Journal in combination with

The Louisville Times

in the evening. The Times is one of the fastest growing afternoon newspapers in the whole country. It reaches the homes of buyers—it is the favorite evening medium of Louisville merchants.

The Louisville territory can be thoroughly covered by using the Courier-Journal and the Times.

The S. C. BECKWITH
Special Agency

Sole Foreign Representatives
Tribune Bldg. Tribune Bldg.
New York Chicago

Experiment Station in the breakfast food line. Coffee, condensed milk, gelatin, lemon extract, olive oil, pickles, sardines and many other food products are taken up in turn and wherever the goods were adulterated, misbranded or wherever unjustifiable claims were made regarding them, the "hammer" comes out with a good "plain English" criticism.

In connection with so-called "temperance" drinks, the report says that eleven samples were examined, of which three (Wine Mint, Coca-Cola and Ron-Bre) contained over 1 per cent. of alcohol. The statement is also made that Coca-Cola contained the active drug caffeine. The sample of Coca-Cola was purchased "under the druggist's own label," and it occurs to the writer that in all probability it was one of the many fraudulent substitutes for Coca-Cola which have appeared on the market.

In the drug line the analysis and report included a variety of products, of which the following are interesting examples.

Of a number of "Catarrh Powders and Remedies," four were found to contain cocaine, and their sale in Connecticut is therefore illegal except on physician's prescription. One such product, well named "Bing," contained nearly 3 per cent. cocaine, and was discovered through an empty bottle found on a boy prisoner in jail at New Haven and to which he attributed his downfall.

In the writer's own line of business, thirty-one samples of peroxide of hydrogen were tested and Dioxogen was the only one to fully satisfy the label guarantee and the Government requirements without qualification or condition.

The report is published in pamphlet form and any reader of PRINTERS' INK interested in food or drug products should write for a copy. Address, The Connecticut Agricultural Experiment Station, New Haven, Conn., and ask for the last Biennial Report of Food and Drug Products.

One cannot help but realize from this report that the tendency of Government and State authori-

ties is to make it just as difficult as possible for misbranding and misrepresentation to exist as far as drug and food products are concerned. There can be no question but that this will result to the great advantage of all advertised lines in this class, for the following reason:

Substitution is an obstacle we all have to contend against, and in nearly every case the article offered as a substitute is of greatly inferior quality. If the labels and literature accompanying such articles are forced by law to exactly represent the contents of the package the substitution of an inferior article for a superior one, on the claim that it "is just as good," will be a risky proposition.

The strict enforcement of the existing laws will also have a decidedly good effect on advertising—because advertisers will adhere more strictly to the facts and the public will be bound to have increased confidence in advertising and in advertised goods.

THE BUSY LITTLE PRESS AGENT.

The press agent for the brick interests continues to do those things for which he is paid a salary. Every once in a while his work, or work that looks like his, crops up in some newspaper or magazine; not always in the small periodicals, but in the columns of those whose editors are supposed to be expert in spotting anything that looks like free publicity.

The *New York World*, in its issue of Sunday, June 26th, printed an article that "knocks" concrete construction and slyly suggests the virtue of brick. It is headed, "Tearing Down Concrete Buildings," and it raises the question of how the future demolisher of concrete skyscrapers is going to be able to lay these solid structures low, when need arises. There is a word telling how easily brick buildings may be torn down.

In the *Technical World* for July is an article of similar character.

NINETY-EIGHTH ANNIVERSARY ISSUE.

A special edition of the *Nashville American* was issued Sunday, June 26th, in commemoration of the ninety-eighth anniversary of that newspaper. The special edition consisted of 180 pages and contained very valuable information as regards the development of Nashville, of Tennessee and of the South generally. Because of this fact, the edition cannot but have a permanent value far greater than that of most special editions.

The Representative Morning Newspaper of the New Industrial South—

The Times-Democrat New Orleans, La.

IT'S the character of The Times - Democrat which gives it such a remarkable supremacy as the Home Newspaper of its section—the favorite with both readers and advertisers. The Times-Democrat has exclusive entrée into the best homes of Louisiana and Mississippi.

Circulation increase in five months—

5,000

Yet the subscription rate is \$12 a year. Do you know of any other paper with a record like this?

The Times-Democrat carefully and critically edits the news of the day, making literal the phrase, "If seen in the 'T-D,' it's true."

The Times-Democrat applies the same careful supervision to its advertising columns, refusing objectionable advertising of every character. Financial ads are accepted only where the securities are listed on the New York Exchange.

The Times-Democrat maintains a fast newspaper special train, making daily runs of 105 miles through Mississippi.

AND LAST—The Times-Democrat has the largest paid-in-advance circulation of any newspaper south of the Potomac and Ohio Rivers.

The Times-Democrat New Orleans, La.

HAND, KNOX & COMPANY

Publishers' Representatives,

Brunswick Building, Atlanta, Ga.
Candler Building, Atlanta, Ga.

Boyce Building, Chicago, Ill.
Journal Building, Kansas City, Mo.

THE ADVERTISING MANAGER OF A CITY.

HIS WORK OF ANALYZING WHAT IS
NEEDED TO BOOST A CITY'S TRADE
—ROCHESTER'S BOOKLET ON
MANY SUBJECTS—A TRADEMARK.

By Ralph Barstow.

Assistant Secretary, Rochester Chamber of Commerce.

He cannot key his advertisements and he cannot make a report of sales at the end of the year; no mellow stream of figures backs up his finest piece of advertising literature (I take it that the Annual Report of the Advertising Manager is his *magnum opus*) for his best work cannot be made to unfold itself upon a sheet of paper.

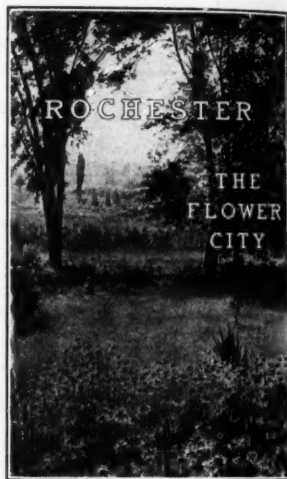
The city manufactures *reputation*, and what isn't used for home consumption must be marketed abroad. A Chamber of Commerce is more than an advertising department, of course, but it does a tremendous work in the field of publicity and it is the purpose of this article to show what may be done.

Starting in at the bottom, the analyst observes that a city grows in size and importance in proportion to the number and value of its commercial enterprises. One expects a normal growth of those already established, but hot-house methods must be applied here as well as in the Sales Department and new industries must be added. Two avenues are open, the encouragement of home talent to strike out for itself and the introduction of outside capital; addition by subtraction, you might say.

The work is very subtle; it may be that the introduction of a trolley express to feed the outlying territory is all that is needed to increase a city's business 25% or it may be a railroad freight service, a change in the street traffic rules or some such duty of the Chamber of Commerce to find out what is needed and then to push every button to supply the need.

Once conditions are satisfactory the work is just begun, how will we get a big factory with its 700 employees to come here? Shall we go and ask 'em? Both unpatriotic and unwise. They must come of their own desire and we go right back to the first principle of the correspondence course in advertising and *create desire*. Only, in this case, we must make that desire so strong that it will always stay by, and in the crucial time, make the sale by its power.

Now is the time for concrete illustrations.



BEAUTIFUL COVER OF BOOKLET.

First, it is necessary that folks should know about a city. Let us use Rochester, New York. Every reader of PRINTERS' INK knows something about it; sometimes it is simply as the home of some product as "Blue Label Ketchup" or "Yawman & Erbe Mfg. Co. Filing Systems" or "Kodak City," but more often you have something else in your mind that visualizes itself when I say "Rochester" to you.

How was it done? Persistent and honest advertising. In March of this year the President of the United States took dinner with us

and said some things about the country. It was Associated Press stuff and had good big heads in every paper in the country—advertising. The Social Center movement had its inception in Rochester; it is a work of great help to the people; in some way it came to be called the "Rochester Idea"—more advertising.

That is the "name before the people" kind of advertising but we do direct work as well. We printed an edition of 10,000 booklets called "Rochester, the Flower City" and distributed them all inside of four weeks at a small half what they cost us but the investment was a good one and we are about to reprint another 10,000 and after these are gone, who knows?

We have booklets covering specific subjects in preparation, such as "the Industrial City" or "the Convention City," and these will have a wide circulation. Coming from a commercial organization, they have a weight that might not be accorded a piece of literature published by any one firm and we make it a rule to keep strictly to the truth. If we paint this truth in as glowing colors as our little typewriters are capable of, if we appeal to the eye and the love of the beautiful it is because we have those things to offer.

The convention work is an advertising proposition to some extent. The convention delegate comes and sees for himself that it is a good thing to live in Rochester, he is amused and entertained in our parks and places of delectation and he naturally thinks of the city with pleasant impressions so that some day he may buy a Rochester made article in preference to some other, or he brings his family here and settles down, or he speaks a good word to his firm when they consider moving.

A word about the Rochester Industrial Exposition. It was one of the first in the country and has become an institution, it has a wider fame than we know. Instances have come to light of a pleasing character. A traveling man down in Texas hired a team

and made a journey into the country to call on a possible customer. He found the man milking a cow. He said, "I am Mr. Soanso from Rochester, N. Y." The man milked the cow and remarked, "I hear they're having a fine Exposition up there." It is Old Home Week and then more added and it draws the people from a large territory, acquaints them with our retail stores, shows them what is manufactured in Rochester and they go away with the firm feeling that "Rochester Made Means Quality."

We have two slogans, both good, one for the outside world, as illustrated above, and one we use at home. The latter says, "Do it for Rochester." A slogan is all very well, it is nice to look at and makes one feel that he lives in a progressive city, but if they are not respected and believed they



ROCHESTER'S INTERESTING TRADE-MARK.

are considerably emptier than sounding brass.

The Secretary of a Chamber of Commerce is the city's Advertising Manager and he earns his salary by never overlooking an opportunity to bring his city to the fore. The ingenious man finds many ways of accomplishing his purpose and the result of his effort, though not shown in cold figures, is mighty satisfying because he is a builder of cities and a maker of empires in miniature.

INSPIRATION TO DO MORE AND BETTER BUSI- NESS.

THE GO-AHEAD SPIRIT AND BUSINESS
GROWTH—OLD CYRUS SIMMONS'
TEN RULES—BUILDING REPUTA-
TION WITH SOUND TIMBER.

By Herbert Kaufman,

President, Herbert Kaufman & Handy
Agency, Chicago.

A. T. Stewart was but an ordinary Scotch merchant, plus an extraordinary application.

Rufus Choate read from the same law books as his classmates, but he kept reading until he understood them.

Half a dozen men had the Westinghouse idea in their heads, but they lacked the doggedness to get it out and fit it to a car.

A magazine writer interviewed old Phineas Phillips, the Lumber King, on the subject of his success. "Young man," he replied. "I got where I am by not stopping until I arrived. The trouble with most folks is that they mistake success for a sort of measles and lie around hoping they'll catch it."

Information soon becomes obsolete in an age where improvement dismantles more machinery than wear and tear—which incubates sky-scrapers over-month—which sets up a creed one week and upsets it the next—which creates a hero yesterday and changes his laurel wreath to a fool's cap to-morrow.

No man is secure who feels a sense of security. Self-complacency is a frost—it kills growth. Self-satisfaction is a rust—it dulls brilliance. The universe wants new ways of doing old things and the new ways become old overnight.

The twentieth century was born without a memory—it's so busy with to-day's achievements and to-morrow's projects that no one has time to remember yesterday's exploits.

An eager Americanism is measuring off centuries in ten-year lengths—crowding weeks of energy into hour spaces. Every day

the earth takes a turn that readjusts the aspect of existence. Every hour reveals a new pattern for the future. New combinations of circumstance are putting novel phases upon affairs.

Old Cyrus Simmons built a sizeable town before he stopped building wagons. He planned a great many stylish rigs in his day and some rules—the rules hadn't much style to 'em, but they were as solid as his wheels—they didn't wobble. Whenever a candidate for future partnership stopped at the cashier's window for his first week's pay-envelope, in addition to his wages he found a little red card of rules. Cyrus didn't copy-right the rules, so you'll get a chance to profit by them, too.

Rule 1.—Don't lie—it wastes my time and yours. I'm sure to catch you in the end and that's the wrong end.

Rule 2.—Watch your work, not the clock. A long day's work makes a long day short and a day's short work makes my face long.

Rule 3.—Give me more than I expect and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.

Rule 4.—You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shops.

Rule 5.—Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.

Rule 6.—Mind your own business and in time you'll have a business of your own to mind.

Rule 7.—Don't do anything here which hurts your self-respect. The employee who is willing to steal for me is capable of stealing from me.

Rule 8.—It's none of my business what you do at night. But if dissipation affects what you do next day and you do half as much as I demand, you'll last half as long as you hoped.

Rule 9.—Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need lots of them for my dollars.

Rule 10.—Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.

The end of a reputation depends very largely upon its beginnings. An unsafe foundation continually threatens everything that rests upon it. A little more time spent in beginning life right will save years of after-effort in setting right a false start. Reputations must be built of sound timber or they can't last.

Over a Quarter-Million Copies Weekly Guaranteed

IN EXCESS of 250,000 copies weekly—and growing all the time—that's the *Numerical Strength* of **Leslie's Weekly's** circulation. Let us prove to you its *Quality Strength*—for instance: there are at present on our subscription list 6,327 bankers, trust and insurance company officials—proof that Leslie's is read regularly by the best purchasing class in America. To them it is a *kodak of current events*—a necessary part of their weekly lives.

Our circulation books are wide open to any Advertiser or Advertising Agent. They are regularly examined by the Association of American Advertisers—and our statements verified. Let us tell you what Leslie's Weekly has done for keyed advertisers—who *know* when a paper is paying them. They are in Leslie's Weekly—for ample reasons.

Revised Schedule of Rates for Advertising

space in Leslie's Weekly based on a guaranteed weekly circulation of 250,000 copies.

On September 1st, 1910, the rate for space in Leslie's will be \$1.00 a line.

Contracts now on file in our office will be completed. Contracts at the 75 cents a line rate to run until January 1st, 1911, will be accepted, if filed prior to September 1st, 1910, provided insertions are ordered to begin before October 1st, 1910.

May 1st, 1911, the rate for space in Leslie's Weekly will be \$1.25 a line.

Contracts filed now will hold the 75-cent rate until January 1st, and the \$1.00 rate until May 1st, 1911.

Instruct Your Agent to Send in Your Reservation

Leslie's Weekly

225 Fifth Avenue
NEW YORK

ALLAN C. HOFFMAN
Advertising Manager

CHAS. B. NICHOLS
Western Manager
Marquette Bldg., Chicago

Be Peculiar

—Be P

EVERY business has features peculiar to itself that are of incalculable value as selling assets. The most successful business men are generally those who have made the most of their peculiarities. How about you?

Are you making the most of your peculiar features?

Are you establishing a clean-cut, individual, definite, imitation-and-substitution-proof appreciation of your goods in the public mind?

Are you letting some larger, more aggressive competitor blaze the way, permitting him to garner the harvest?

If you are not building an individual standing—

If you are very much the same as "so-and-so"

You are admitting that you are weaker.

Even if you are gaining now, your ultimate growth is limited.

If you are in this class, we would like an opportunity to tell you of our experience with many advertisers in a similar situation to whom our advice at the beginning of our working relations was, "Be Peculiar."

Yet it is but one of our functions to encourage and develop peculiarity in the advertising of our customers.

We maintain a most complete organization of specialized advertising brains—always at the service of our customers.

Mahin-built campaigns are the product of many minds. Trained judgment of men who know is given every detail.

We have analyzers who understand how to dig out the vital points of a proposition—especially those that are peculiar.

We have men with wide experience as merchandisers who know intimately the ins and outs of modern scientific distribution.

We have clever and capable campaigners who know human nature and how to frame up advertisements that hit home so that a distinct and distinctive impression is left in readers' minds.

We have men with a thorough knowledge of media who can give you practical advice in making up your lists.

And last, but not least, all Mahin Campaigns evolve under the supervision of John Lee Mahin.

Satisfied Customers—Our Best Solicitors

To illustrate this point we quote a telegram sent by E. A. Stuart, President, Pacific Coast Condensed Milk Co., Seattle, Wash., to one of our prospective customers:

Mr. Advertiser Be Peculiar

"Hope you will decide to give the Mahin Advertising Co. your advertising account. We have found Mr. Mahin better than he promised and have had utmost co-operation and service in copy, sales and all matters pertaining to our business. His organization is just as good as he is. Mahin service is worth ten per cent more than any other we know of, and is the best in grocery specialty line."

This telegram, with letters from other of our customers, secured a customer for the Mahin Advertising Company who will spend over \$100,000 this next year. Our customers are our best business getters.

We have for years used all of our force to develop and take care of our customers' business, depending on the Mahin Messenger and the Mahin Advertising Data Book to bring new business into our house. Therefore we are able to offer new customers 100% service from every member of our organization.

The Ten Tests

To facilitate the preparation of advertising matter that shall reflect the peculiar characteristics of the house which it represents, Mr. Mahin has concentrated his broad and practical experience in "Ten Tests of an Advertisement."

While we use these tests constantly in insuring the adequacy of our work for our customers, we do not retain them for our exclusive advantage nor offer them for sale.

They are free to anyone who is interested in the preparation or criticism of advertising literature of any kind.

For the assistance which the Mahin Advertising Company renders is not dependent on any set of formulated rules.

If you have a peculiar proposition, we are the people to handle it in the peculiar way that would make it most profitable to you.

Let us get better acquainted. A letter from you will furnish the introduction. Just ask for our booklet, "How to Judge an Advertisement" or tell us some of your peculiarities.

Mahin Advertising Company

800-850 American Trust Building, Chicago, Ill.

Phone Long Distance Central 7045

HOW A CHICAGO DRUGGIST WAGED WAR UPON SUBSTITUTERS.

A SERIES OF ADVERTISEMENTS THAT STIRRED THE RETAIL TRADE—DETECTIVES EMPLOYED TO DISCOVER TRICKS OF COMPETITORS—GARBAGE CANS FOR DRUGS UNDER THE BAN—A SYMPTOM OF AN UNEASY NATIONAL CONDITION.

In a series of sensational advertisements, Charles H. McConnell, president of the Economical Drug Company, of Chicago, has thrown the evils of the substituters as practiced in some Chicago drug stores into a glaring light. Proclaiming allegiance to a strict interpretation of the pure food and drugs act, he has been lambasting wholesalers, retailers and the public who have allowed themselves to buy substituted goods.

It has been due for someone to climb upon the band-wagon of anti-substitution and of the public respect for the pure food and drugs act and, as a retailer, rip off the lid. President McConnell has gone the whole length of his opportunity—jumping upon all the sinners in the drug business in Chicago whom he uncovered by sending out detectives. He has gone to the consumers of the Chicago district with copy as "yellow" as that of the most saffron-capable reporter. He says his business has increased amazingly.

Every ad used so far by Mr. McConnell has been a direct and bitter attack upon "substitution" by druggists. More forceful copy than that prepared by Mr. McConnell can scarcely be imagined. He devoted much time and thought to his campaign before starting it, and prepared to answer every complaint that might arise from it. Every statement to be made was proven beyond the question of a doubt in advance, and detectives were sent to every drug store in the "Loop" or business district and positive proofs of substitution for scores of well-known remedies were obtained.

"Substitution is the curse of the drug business, and some day will

be the ruination of it," says Mr. McConnell. "My object in this campaign is to put an end to it, as far as possible. The drug business is essential to public welfare and health, but it cannot last if this substituting continues."

So Mr. McConnell explains the foundation for his campaign. And if it does not bear the desired fruit then the fault will not be his.

The ads written by Mr. McCon-

An Honest Druggist

IS THE NOBLEST WORK OF GOD.

"Twenty years ago ALL druggists were supposed to be honest, and the few who were not were given the benefit of the doubt. What a pity it is that the substituting swindlers have so demoralized and disgraced a once noble profession as to leave the honest druggists in an infinitesimal minority!"—Old Doctor Jones.

CONCERNING THE SMALL FRY

We have no warfare with the little "druggist" attempting to do business in residence sections, and struggling as best he knows how for a bare living, in most cases. The trouble is there are too many of them—1,200—where 300 would fill the demand for drug shops.

This little fellow is a "dwarf merchant" who can never get over the idea that his is a "profession" instead of a business! He probably at heart is honest provided he is not an agent for a substituting "Syndicate", and the worst that can be said against him is, that owing to his lack of capital and paucity of business he cannot possibly carry stock sufficient to meet all demands; hence the

"SOMETHING JUST AS GOOD."

That brought the "profession" into disrepute, until the prevailing "SOMETHING BETTER," which has brought it to the depths of swindling degradation!

It is considered a mighty good drug store that takes in from \$25 to \$50 a day, and the \$100 a day kind in residence sections are almost as scarce as hen's teeth! Three-quarters of the 1,200 licensed drug shops do not average \$25 a day. How can they hope to compete in price or quality with

THE MIGHTY ECONOMICAL

America's greatest and best DRUG store (no side lines!) doing an average business of over \$1,000 a day the year round, and putting up over 400 prescriptions daily in its Model OPEN-Dispensing Department, stocked with over \$15,000 worth of material for PURE dispensing alone—as compared with the TOTAL stock of the little shop of about \$1,500!

And even then there is scarcely a day that THE ECONOMICAL is not compelled to refuse one or more prescriptions because we are "out" on some ingredient, and in most cases the poor deluded customer brings us, in his mind, if not actually, for lack of enterprise, and goes to obtain any old drug store to right or left of us, where they ALWAYS have EVERYTHING (even if it does not exist!) or at least "something just as good!"

CHARLES H. MCCONNELL, Presl.
84 STATE STREET.

AD No. 31

Economical Drug Co.

nell each bear at the top the one phrase "An Honest Druggist," while beneath it, in smaller letters, the reader encountered "Is The Noblest Work of God—And The Scarcest." The writer took from a humorous writer on a Chicago newspaper a fictitious name, that of "Old Doctor Jones," and through him addresses his readers in a paragraph in each ad, directly under the heading. Some of Old Doctor Jones' utterances were:

"If the Lord's Prayer were copyrighted and sold in drug

shops as a panacea for physical ills some of these loop druggists would substitute 'something just as good' for the extra profit."

"It is a gambler's boast that 'there is a sucker born every minute.' If one were born every second it would not supply the demand on the part of substituting druggists."

"Twenty years ago all druggists were supposed to be honest, and those who were not were given the benefit of the doubt. What a pity it is that the substituting swindlers have so demoralized and disgraced a once noble profession as to leave the honest druggists in an infinitesimal minority."

"A Montreal judge has decided that substituting by druggists is obtaining money under false pretenses, and is punishable by imprisonment. If such a law were rigidly enforced in Chicago it would compel an immediate enlargement of the House of Correction."

In the first ad of the campaign Mr. McConnell announced that the Economical Drug Company is not advertising because it needs business, and says, "These ads are a protest against rascally, robbing and swindling conditions in the retail drug trade of Chicago generally."

In No. 2 he boldly asserts that he who accepts a "substitute" is a "fool" and the owner of a "feeble apology for a mind." Ad No. 3 is devoted to a fair statement of the fact that the Economical Drug Company will offer no substitutes to customers, and No. 4 sets forth that the following ads are to tell the results of the work done by detectives employed by the company to ferret out substitution.

In No. 5 Mr. McConnell relates that a female detective asked in twelve stores for Scott's Emulsion, and that in ten cases clerks "thrust upon her, after lies, vilification and misrepresentation, other 'remedies.'"

Ad No. 10 assaults substitutions in prescriptions, and announces a window display at a later date of substituted remedies foisted off on the detectives.

"Ask The Advertiser"

The man who makes the investment is the best judge of *results*.

An advertisement that merely excites commendation because of its pretty pictures, its fine-art layout, or some smartness of phraseology is not necessarily a good advertisement.

The advertisement which brings from the advertiser a heartfelt commendation, based upon his intimate knowledge of exactly the copy that will affect most advantageously his trade—that will increase profits, this is the real *hundred per cent copy*.

The following letter is in point:

ELECTRIC HOSE & RUBBER CO.

WILMINGTON, DEL., U. S. A.

July 2, 1910.

The Richard A. Foley Adv. Agency,
Philadelphia, Pa.

Gentlemen:

This is the kind of copy to send out. It is fine and hits the nail on the head. Yours truly,

ELECTRIC HOSE & RUBBER CO.

(By) C. D. GAFFETSON,
Treasurer.

We hold every account without a contract, simply upon a basis of merit. The Richard A. Foley Advertising Agency is not so large that any advertiser's account is put, as it were, into a hopper and turned out mechanically. On the other hand it is large enough, experienced enough, and handles the business to give it an authoritative position in the advertising field. We will be pleased to discuss an advertising and merchandizing plan with any enterprising house without obligating it to place an advertising order, unless convinced of the advantages to be derived.

The Richard A. Foley
Advertising Agency
Bulletin Bldg., Philadelphia

Ad 14 declares that the company is publishing the advertisements "for the benefit of a swindled and deluded public, and, incidentally, for the Economical Drug Company."

In No. 15 Mr. McConnell devotes two columns to a reply to an attack upon him in the *Journal of the National Association of Retail Druggists*, and an attack in the name of the Miles Nervine Company, made because of his assertion that druggists were substituting other remedies for that one, despite a supposed-

nish the topic, inserting here and there facts and figures to substantiate his assertions. He personally signs each one, as president of the company, and makes each as personal as possible.

Mr. McConnell has made up a list of remedies declared impure by the United States pure food investigators, has had the list printed on big posters, and will no longer sell any remedy on it in his store. And not only that, but he has taken what stock of the remedies he had on hand and placed the bottles in garbage cans and arranged the cans tastefully in the windows of his store for the public to gaze at and wonder.

And the public is gazing. In connection with the garbage cans filled with medicine is the announcement that clerks will speak no words to customers asking for any of the remedies in the future. Instead, they will hand out a small card bearing this inscription:

TO THE CUSTOMERS OF
THE ECONOMICAL DRUG COMPANY
THIS CARD EXPLANATORY

We do not carry in stock the nostrum you asked for, because it is condemned by the U. S. Pure Drug Bureau as either impure, poisonous, habit-forming or fraudulent, and dangerous to health and even life. If, after this expose, you still see fit to imperil your life by taking this noxious drug, you doubtless can be accommodated at almost any other drug store in Chicago.

The Economical Drug Company will not knowingly be a party to any fraud, deception or swindle.

CHARLES H. McCONNELL,
President.

"The clerks will hand them this card and say nothing," says Mr. McConnell. "And then, if they still want the medicine they can go elsewhere and get it, but, if they want something else, and ask for it, we can sell it without having substituted or being a party to a swindle."

A new advertising organization has been perfected in Portland, Me., to be known as the Portland Advertising League. The first meeting was held June 24th. The stated purposes of the league will be to enable its members to work in an educational way for the increase of advertising knowledge in the community.

An Honest Druggist

IS THE NOBLEST WORK OF GOD.

"A Montreal judge has decided that substituting by druggists is obtaining money under false pretenses, and is punishable by imprisonment. If such a law were rigidly enforced in Chicago it would compel an immediate enlargement of the House of Correction!"—Old Doctor Jones.

DOES YOUR GROCER SUBSTITUTE?

Grocers, like druggists, "have a pretty hard row to hoe" in making a living. There are far too many of them. Like druggists, their business consists largely in selling heavily advertised products, at fixed prices, on which there is little profit, because of "cutting" by big stores. For a grocer to substitute would merely affect your stomach—perhaps not—and NOT your health, as with the rascally druggist. And yet, did your grocer ever shake off on you a peck of potatoes when you asked for beans?

A Few Other Trite Examples.

DID your butcher ever substitute a pork tenderloin for a porterhouse steak?—and get away with it!
DID your haberdasher ever substitute cotton socks for silk, at the same or even a higher price?
DID your shoe dealer ever convince you that you wanted yellow shoes when you asked for patent leathers?—same price, of course, or higher!
DID your hatter ever insist on your taking one of those lids with a gutter around the roof when you asked for a silk hat?—same price, of course!
DID your newspaper ever insist on your taking the Commonwealth when you asked for the Century?—same price.
DID your tailor ever insist on your taking a yellow cut-away suit when you asked for a black frock suit?—same old price for both!
DID your jeweler ever tell you that brass jewelry was now all the rage and sell you a brass wedding ring instead of the pure gold?—at the same price!
DID your dry goods dealer ever try to substitute mercerized cotton for pure silk?—same price, of course! Well, we guess not, and they do some funny things in some dry goods stores.

These Are Not Absurd Comparisons.

More preposterously absurd substitutions than any mentioned above are perpetrated daily, hourly, in drug stores, more especially within the loop.

And the crop of suches still abides!

CHARLES H. McCONNELL, Pres.
AD No. 12 84 STATE STREET.

Economical Drug Co.

ly iron-bound contract they sign agreeing not to cut prices and substitute.

In No. 18 Mr. McConnell takes severe digs at "dishonest" manufacturers of substitutes for Horlick's Malted Milk, Dr. Pitcher's Castoria, California Syrup of Figs, and Carter's Little Liver Pills.

Mr. McConnell does not write his ads in advance, but allows the inspiration of the moment to fur-

*Evolution marks the
progress of human
events.*

Johnson's Shaving Cream

is its latest scientific
triumph. As a Shav-
ing Soap it has no
equal.

WE WANT ALL

Printers' Ink

readers to know, at our
expense, that we have
the best by giving it
the test.

We invite everyone
who shaves to send
for a

FREE TUBE



Cut out the signature of Johnson & Johnson at bottom of this page and
send it with your address and we will mail you, postpaid, a full size, regular
25 cent tube containing 150 shaves with our compliments.

Johnson & Johnson

Dept. P. I. New Brunswick, N. J.

A PLEA FOR USE OF CANADIAN AGENCIES.

DANGERS THAT LIE IN WAIT FOR
AMERICAN ADVERTISING MANU-
FACTURERS IN THE DOMINION—
LOW RATES PREVAIL—PECULIAR-
ITIES OF PUBLICATION FIELD.

By Austin Addison Briggs,

Advertising Counsel, Real Estate Syn-
dicate, Saskatoon.

No American advertiser should entrust a Canadian campaign to an American agency unless he is first assured that the latter is counselled either by an individual Canadian authority or by a competent Canadian agency.

The agency situation in Canada is very little else than the outgrowth of a complex newspaper situation, and a campaign inaugurated in Canada, on a correct basis, always involves transactions with the newspapers who "pay the shot." No agency now exists in Canada which, judged from its own declaration, receives pay from the manufacturer other than for its art work or copy. Practically no Canadian business is now being placed by Canadian agencies on the percentage basis on gross expenditure. The commissions come from the publishers, and run as high as 25 per cent on the weeklies, to as low as 14 per cent on the dailies.

The fact that one or two large Canadian accounts have gone over to American agencies on the American plan has largely been the result of this phase of the case being the least discussed. Copy, plans, etc., were worked hardest. The advertising manager of one of the Canadian companies, who forsook the Canadian agency field this year, told the writer he was satisfied that the new agency was not getting as close rates as the old one. The thing is almost self-explanatory. When the advertiser pays the agent, the agent has nothing to fight for. When the publisher pays him he has everything to fight for. The operation of this method in Canada has led to the necessity of some American agencies splitting commissions in order to get into the

Dominion. They found that doing business on the Canadian plan placed them at a disadvantage with the older Canadian agencies which had special rates with publishers on account of the quantity of business turned in. The commission splitting game is supposed to be frowned on in Canada, as in the States, but when the writer was doing promotion work last fall for one of the big Canadian agencies he came across an advertiser who was frank enough to say he had given the business to an American agency because it worked for about an average of 10 per cent, or half of what is usually the Canadian agency's commission. In other words, it took all the regular commission from the publisher and halved it up with the advertiseer.

Naturally, when an American agency is informed by an American advertiser of his desire to invade the Canadian field it feels disinclined to show its hand. It possibly believes it would be a confession of limitations. No sane advertiser can look at the matter in that light. This is the age of specialization. No man can know more than one thing, no agency know more than one field. The writer personally knows of a Canadian agency that turned down a forty-thousand dollar appropriation because the money was to be all expended in the States. This agency felt, and rightly, that it knew nothing of the American field, so it recommended an American agency to the advertiser.

It would seem as if there ought to be some rules to the game of advertising. No good agency is afraid of competition, but when the Canadian advertiser raises a row because his advisers handle a competitive account, surely the agency has a right to ask, "Isn't the Canadian field our lawful ground for operations?"

It may be said partly in defense of Canadian advertisers whose accounts are now handled from Chicago and St. Louis, that they were victims to the false doctrines, noted above, and which are deeply imbedded in the minds

of Canadian advertisers, that no agency can serve two masters.

Consequently, when these advertisers have a tiff with their agent, they are practically "easy money" for an American promotion man, because they would as soon quit advertising altogether as consider giving their business to another Canadian agency which at the time controlled the business of a competitive account.

It costs an American advertiser nothing to get plans, etc., from a Canadian agency. In fact, he will find them more than willing to help him on a prospective campaign. There are so many pitfalls in the newspaper situation that only the man, or men, who have travelled Canada over, and lived in the various centers, can know, that to take uncertainty for certainty in these matters is to invite defeat for the campaign, from the drop of the bat. It costs practically so little money to put an advertising campaign on in Canada that most American advertisers would be thunderstruck if they had the detailed figures before them. Where they had been used to seeing \$2,000 a page for an American weekly they would find \$75 per page for a Canadian weekly. Where the American figures showed \$500 a page for a monthly, the Canadian figures would show \$25. The fact of the matter is \$10,000 is considered one of the "plum" appropriations in Canada. Excluding departmental stores there are not twenty-five companies in Canada to-day spending over \$10,000 a year in advertising. And the number of companies which spend that amount every year is very small.

These figures do not indicate that Canadians are non-believers in advertising. They simply indicate that circulations in Canada are comparatively small, and that no American advertiser invading this field can rely on one or two publications doing the trick. He must go right down the line from city to town and in every province, then give careful, cautious study to his general sales organization if he desires to win and hold a national market in Canada.

You Want RESULTS

NOT Excuses

when you invest money in advertising space.

Therefore, this unusual record ought to interest you:

95% of the advertising published in the Minnesota and Dakota Farmer during the past year brought results.

And because the *Minnesota and Dakota Farmer* gets better and stronger every year, it is bound to make a still better showing in the coming season.

Here's a point worth thinking about:

79% of our subscribers renewed during the past 12 months.

How is that for a *substantial* circulation?

The simple fact of the matter is that you're not covering this section in such a way as to obtain the greatest results at least cost unless your list of mediums includes the

**MINNESOTA AND
DAKOTA FARMER**
BROOKINGS, S. D.

Complete information about our field and our medium may be quickly secured by addressing the home office or

FISHER SPECIAL AGENCY
150 Nassau St., New York
W. E. HERMAN
112 Dearborn St., Chicago

N. B.—Send copy early for our great State Fair Number. Out August 25.

THE INSTITUTE PLAN AS A CLEARING HOUSE OF TECHNIQUE.

CONSIDERATIONS IN ADVERTISING—
SCOPE OF PERSONAL TALENT—
REASONS FOR PROGRESS IN ADVERTISING—HOW THE INSTITUTE
WOULD HELP.

By H. Tipper.

Advertising Manager of the Texas
Company (Petroleum), New York.

Have the criticisms of Mr. Kennedy's Institute plan, and McKee Barclay's reply to these criticisms as published in *PRINTERS' INK*, gone thoroughly to the root of the matter?

There are two distinct considerations in any business or profession, and the advertising profession is no exception to the rule. These two items are personal talent and technique. The first item is something which cannot be taught. It is the inalienable possession of the particular person involved, and can no more be taken away from him than his life. If he gave all his information away to the uttermost, this personal talent will still be his and his only, and if he be a strong man, it will outweigh entirely the sum total of all the information which he has given out. This is probably a roundabout way of saying simply that the personality is of more importance than the knowledge, simply because the knowledge can be acquired, whereas the personality can only be trained.

The technique of any business or profession represents that part which can be taught, and which progresses owing to the accumulations of knowledge acquired from those who have gone before.

The sole reason for the difference between the advertising of ten years ago and the advertising of to-day is because of the accumulated experience of a large number of men which has become more or less public and which has resulted in a higher standard and a greater knowledge of the technique of the profession.

The only magic in the advertising profession, as in any other activity, is the magic of personal-

ity which no man need be afraid of losing, inasmuch as he cannot possibly get rid of it. The rest is merely a case of applying technical knowledge more or less complete, and successful in almost exact proportions to its completeness.

The knowledge of mathematics, physics and all kindred sciences necessary for the engineer, are the results of co-operation, and no engineer would consider himself complimented if his success was judged by the ability with which he kept such matters secret.

Under these conditions, it seems to me that the technique of the advertising profession, that part which deals with selling plans, campaigns, relative values of mediums, with maximum expenditures which the trade and distribution will bear, with the elements of typography and illustration, would be very much benefited by a strong co-operation in the accumulation, the comparison, the tabulation and the proper proportion of results obtained.

If the technique of the profession was accumulated in an institution especially created for the purpose, it should have a great deal more value than it has being discussed only in the present informal manner, it being remembered that no institution is greater than its head and that the head of such institution would naturally be the biggest *personality* that could be secured.

NOVEL IDEAS IN LETTERHEADS.

The Houston (Tex.) Business League has adopted some novel ideas as regards its letterheads. The envelopes and letterheads used for correspondence within the city are replete with a number of quotations estimated to enthuse the people of Houston with a pride in their city. Among these quotations, are the following: "Build and Boost," "Use the Ship Channel," "Not for Self, but for All," "What Helps Our City Helps You," "Greater Prosperity Through a Greater Houston," "Build More Factories and Increase the Tin Bucket Brigade." The letterhead used for out-of-town work is altogether different. It talks of, and not to, Houston. "Where seventeen railroads meet the sea," is the burden of the tale it carries. It tells in statistics of Houston—now and future. Down at the bottom it all ends, "A City of Unlimited Manufacturing Opportunities. Come and Blow Your Whistle With Us."



Dr. Jekyll *and* Mr. Hyde At the Telephone

Courteous and considerate co-operation is as essential at the telephone as in the office or home.

In every use of the telephone system, three human factors are brought into action—one at each end, one or both anxious and probably impatient, another at the central office, an expert, at least as intelligent and reliable as the best stenographers or book-keepers.

For the time being, this central office factor is the personal servant of the other two and is entitled to the same consideration

that is naturally given to their regular employees.

Perfect service depends upon the perfect co-ordinate action of all three factors—any one failing, the service suffers. This should never be forgotten.

All attempts to entirely eliminate the personal factor at the central office, to make it a machine, have been unsuccessful. There are times when no mechanism, however ingenious, can take the place of human intelligence.

The marvelous growth of the Bell system has made the use of the telephone universal and the misuse a matter of public concern. Discourtesy on the part of telephone users is only possible when they fail to realize the efficiency of the service. It will cease when they talk over the telephone as they would talk face to face.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



Form 21-0-B

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD

The Western Union Telegraph and Cable Company, Inc., is a corporation organized under the laws of the United States, and is a member of the International Night Letter Association. It is the only company in the world which has a complete system of night letter service, and it is the only company in the world which has a complete system of night letter service, and it is the only company in the world which has a complete system of night letter service.

ROBERT C. CLOWRY, PRESIDENT

MELVINE BROOKS, GENERAL MANAGER

23	Am Co	40	N L
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Hood River, Ore., July 5, 1910.

Printers' Ink,
12 West 21st St.,
New York.

We believe in Printers' Ink, because we sell Printers' Ink and get results. We want to increase our supply of Printers' Ink, because demand for our Printers' Ink is increasing rapidly, and we want advertisers to know about great results we are getting from Printers' Ink used on Better Fruit.

Better Fruit Publishing Co.

WE know of 12,000 families to whom you can sell your goods. And we know a way to reach them effectively and economically. These families are 'way above the average in point of intelligence and prosperity—in fact, they're "top notchers"—the sort of folks you'd like to have among your customers, because their trade is the most profitable kind of trade.

They are the families of Fruit Growers—owners of big, productive fruit farms to whom the whole country looks for its fruit supply. They make money easily and their buying power is tremendous. The best way to reach them is through

BETTER FRUIT

—because Better Fruit is their magazine—devoted exclusively to their interests—is closer to them than any other publication—is subscribed for by them year after year and read by every member of the 12,000 families.

Better Fruit is indisputably the best and handsomest publication of its kind in the world. It reaches all the prosperous fruit growers west of the Mississippi, and its influence in this territory is unique.

Before you close up your list of mediums for next season, look into the merits of Better Fruit. We'll supply you with any sort of detailed information you desire. A sample copy of Better Fruit will give you a good line on the character and buying power of its readers. Send for one.

BETTER FRUIT PUBLISHING CO.
HOOD RIVER, OREGON

Italians have Thirty Million Dollars in New York Savings Banks

THE American advertiser is blind to a good many things.

Especially the Latin and the Slav—those newer foreigners whom he does not yet know as well as he should.

The facts are that the Latin and the Slav—like all active producers—are great consumers. They buy vast quantities of the American trade-marked goods that have been advertised to them.

But they speak no English.

If you want to interest them in your product you must advertise in the newspapers published in their own languages.

You can work this field satisfactorily through the American Association of Foreign-Language Newspapers—an alliance of 321 newspapers, printed in 24 different languages and covering the United States and Canada with their circulation.

And what is more, you can present your story just as forcibly as you do now in English. The Association Translating Bureau puts your copy into the vernacular of any one or all of the twenty-four languages.

For rates and expert advice on merchandising in the foreign-language field—address

Louis N. Hammerling
President

**American Association of Foreign-
Language Newspapers**

World Building, New York

EDUC.
NI

STRONG
COUL
STUD
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EDUCATIONAL OPPORTUNITIES IN ADVERTISING.

STRONG EDUCATIONAL WORK THAT COULD BE DONE—COURSES OF STUDY, PRACTICAL HELP, AND SUGGESTION, ALL BOUND TO INCREASE CONSUMPTION.

By H. D. Ellsworth.

Nearly all advertising may be broadly classed as either competitive or educational—though we might have to include some advertising under both classifications.

Under competitive advertising we would include all advertising which seeks to divert an already existing demand into certain channels—"swiping" somebody else's customers, so to speak.

Under educational advertising should be included all advertising which aims to create a demand for a new article, or to create a greater demand for a certain class or make of goods among people not already using anything in the character of the goods advertised. Instances are not rare where one advertiser with a line of educational advertising has blazed the way for a lot of "competitive" advertising.

The first advertising of breakfast foods may be considered educational advertising, because it educated the public to use a new product, or an old product in a new way. This was followed by a lot of "competitive" advertising which aimed to secure some of this demand for certain brands—which the original advertisers hastened to announce as imitative products.

Probably the most successful advertising campaigns have been framed along educational lines. Some of the biggest advertising failures are among those who jumped in soon after an educational campaign was under way to try to steal the other fellow's plum.

There are still plenty of opportunities for educational advertising, and, indeed, many of the most successful campaigns now being conducted are of this character.

It is not only when a product is new that educational advertising is needed. There is room for intelligently directed educational advertising for articles with which we are all more or less familiar—advertising to create an increased demand.

Manufacturers who enjoy a monopoly, or near-monopoly, have large opportunities open to them by advertising along these lines. That this is recognized is evidenced by the recent advertising of the American Telephone & Telegraph Company, New York Telephone Company, Electric Light Companies, and others who find no necessity for directly competitive advertising.

Think of the opportunities for educational advertising for products already widely sold—like the sewing machine, for example.

BIG OPPORTUNITY FOR SEWING MACHINES.

There must be thousands of women who could and would buy a sewing machine if they knew, not merely how to run it, but how to *make things* with it. Not that they are unwilling to learn—for most of them would be only too glad to make their own things—but few have had any good opportunities to learn properly. Not more than half the women in the United States know how to make articles of wearing apparel without the assistance of a dressmaker.

In nearly every small town girls of good families voluntarily go into service with a dressmaker for a few months at little or no salary, in order to learn something about dressmaking and sewing.

When a woman buys a sewing machine the sales agent shows her how to run it and take care of it, but before she can use it she must know more than the mere details of running a machine. She must understand the elementary principles of dressmaking and simple sewing.

Why doesn't the sewing machine manufacturer do this educational work in order to create a greater demand for his ma-

chine? There seems to be no good reason why a simple course in sewing could not profitably be widely advertised to the public, to be furnished free of cost to any woman who bought a certain make of machine.

The lessons should then be advertised in the magazines. The ads would argue that a woman could have more and better dresses and "things" if she could only make them herself. They would also show the economy of being able to make one's own apparel and urge every mother to get her daughter to sew.

The fact of giving this valuable course in sewing free would be made a strong feature with the object of getting inquiries for particulars. These inquiries—the best kind of prospects for any sewing machine agent—could then be turned over to the local agency and the lessons would be furnished through the agent.

HELP FOR LOCAL AGENTS.

What a big boost this would be for the local agent. Certainly it would be the one best way in which to get definite results from magazine advertising. The reader is given something definite to ask for—is offered something of great value without cost and the advertising is pretty sure to bring an inquiry from nearly every woman who ought to have a sewing machine.

If it were not thought desirable to arrange the instructions in the form of individual lessons, certainly it would be a splendid advertisement for any sewing machine manufacturer to get out a complete and practical "manual of sewing" which could be used as a strong bait for inquiries.

Think of the vast fund of information that could be included in such a book. The instructions might begin with plain sewing, such as basting, overcasting, turning a hem, running a seam, tucking, shirring, binding, darning, quilting, etc.

The book might also tell how to sponge goods, how to treat goods that might spot, how to press different kinds of goods,

and other information of a relative nature such as would help to make a woman's sewing efforts successful. It might also tell how to make alterations or repairs in the various kinds of garments, such as cutting down a dress, lengthening a short skirt, making a large skirt smaller, or making a narrow skirt fuller, or turning a dress. What woman would not appreciate a thoroughly practical manual or encyclopedia of sewing.

Such a book or course of lessons would seem to be just what a sewing machine advertiser needs to get in touch with prospective buyers.

MANY OTHER EDUCATIONAL POSSIBILITIES.

There are similar opportunities for advertising of an educational character in other lines of business. A practical book on carpentry would be a valuable advertising medium for a manufacturer of tools. Plenty of people of a mechanical turn of mind could be induced to buy tools if they were shown how easy it is to make many handy things at home. The truth of this is illustrated by the success of the advertising of "knock-down" furniture.

Many food manufacturers have had their greatest success by advertising along educational lines—the Shredded Wheat Company, Van Camp Beans and others, for example. Women never tire of being "shown how" to prepare table treats. It is surprising that so many food advertisers fail to realize that this is the surest way to get the cook's attention and stimulate a desire for their product.

Within the last year or two we have had good illustrations of what can be done in the way of educational advertising for musical instruments in the Pianola advertisements of the Aeolian Company. In addition to the educational advertising in the magazines several booklets of an educational nature have been published. One very successful booklet, entitled "Twenty Musi-

cal Evenings," classified about two hundred of the best selections of popular, classic and operatic music and described them in such an interesting way that the merest novice could not fail to have a better understanding and appreciation of some music which he had always felt was beyond his understanding.

There are, undoubtedly, many more opportunities of advertising of this character for pianos and other musical instruments. Why, for example, shouldn't the talking machine people develop a real appreciation of operatic and classic selections. At present the advertising of operatic records hangs on the popularity of names so that records are bought to hear the singer rather than the selection. If the better class of music was bought more for its own sake than out of curiosity to hear a well-known singer, the repertoire of the talking machine could be greatly increased and the cost of records somewhat reduced.

Then consider the opportuni-

ties for educational advertising of articles which require a technical knowledge, particularly the automobile and the motor boat. Why wouldn't it be a good plan for an automobile manufacturer to get up a really practical pamphlet, giving the elementary information necessary to run an automobile and use it as a means of getting in touch with possible automobile buyers?

Think how many people you know who might easily be induced to buy an automobile or motor boat if they only knew how to run it, or who shy at the likelihood of running up heavy repair bills through ignorance.

Why shouldn't some typewriter advertiser feature his book of instructions? Advertising of this character simply follows the lines of least resistance, and a great many advertisers may well give considerable earnest thought to the possibilities of advertising of an educational nature for their goods. Advertising that imparts knowledge or "ideas" seldom has to beg for attention.



Before you take the lid off the paste-pot, take down your sample books of

"STRATHMORE QUALITY"
BOOK AND COVER PAPERS

— and your dummy is half O. K'd before you've started to lay it out; and good money in it, too.

MITTINEAGUE PAPER COMPANY

The "Strathmore Quality" Mills

MITTINEAGUE, MASS., U. S. A.

"THE NEW THOUGHT IN ADVERTISING."

LOW COST OF REACHING BIG CIRCULATION THROUGH NEWSPAPERS NOW BEGINNING TO BE APPRECIATED—MORE EDUCATIONAL MODES OF SOLICITATION NEEDED—AGENTS AND REMUNERATION — STANDARDIZED METHODS OF DEALING NEEDED.

By Dan A. Carroll.

Many manufacturers or their agents do not take the trouble to properly investigate what can be done in a newspaper campaign, and have, in consequence, an exaggerated opinion regarding cost of newspaper work.

Recently I had occasion to prepare for a leading manufacturer a list of newspapers in twenty-five leading metropolitan and wholesale centers. The twenty-five points selected were each represented by a high-class home evening newspaper of large circulation. The total circulation in the twenty-five cities mentioned was over 3,400,000. The total cost per line on ten thousand line contract was about \$3.75.

The advertiser was very much surprised at the low cost of this vast circulation and admitted that he heretofore had a wrong conception of the daily newspaper as an advertising medium, both in the cost of circulation and thoroughness of covering each trade center. This is only one method of presenting the newspaper idea to the manufacturer.

Another fine feature about newspaper work is that the advertiser can take up one section of the country at a time in a try-out campaign and use a certain style of copy without interfering with plans he may have made in some other section of the country.

Later the campaign can be extended to other sections, other cities, on the same lines until eventually the whole country is covered. Another point—the local dealer can generally be depended on to co-operate and order liberally from the manufacturer who uses local papers,

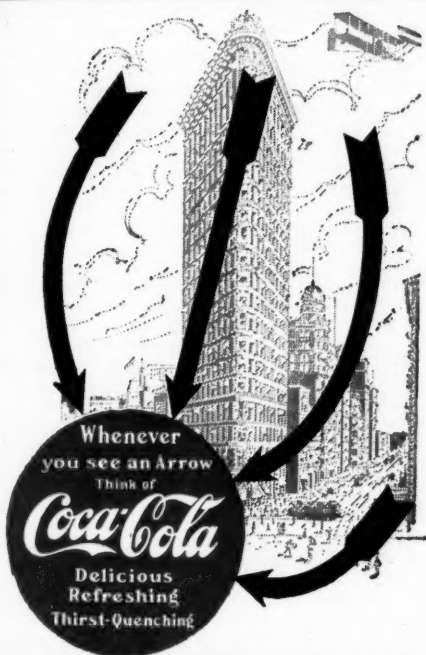
where a campaign in other mediums might lend but a passing interest.

Daily newspaper advertising is the new thought to-day in the sales plan of the manufacturer of trade-marked articles.

In many cases the manufacturer has considered about every other form of publicity before newspaper advertising is eventually thought of, although this man takes his home paper and reads it very thoroughly, and his wife is probably continually dunning him to buy this or that which is advertised by the local merchants. When considered in all its phases daily newspaper advertising is really an economical form of publicity and has a number of strong leading talking points.

Newspapers are known as the backbone of the local dealers' campaign, but with many manufacturers the local newspaper is an unknown factor in a national campaign. From this viewpoint it might suggest there is evidently something wrong with the method of presenting the newspaper idea to the national advertiser.

I think any one who has made a close study of newspaper publicity will admit that the selling plan—the soliciting of newspaper advertising—is not as educational or comprehensive as it might be, and can stand for a considerable improvement. The general agent (some of them) complains that the newspaper does not play straight and protect him in the matter of paying commissions direct. Therefore, with this class of agents, other forms of publicity are favored. Another strong reason is that the magazine business can be handled much more economically and with more profit to the agent. The class of newspaper that allows commission direct and does other things to annoy the agent probably has an opinion that the amount of business developed by general agents is somewhat over estimated anyway, and as long as other mediums are getting the bulk of the general agents' business the relations naturally are not as harmonious or business-like as they should



Hot Sun, Stifling Streets-- and the Newspapers

This combination can't be beaten to send the people trooping up to the soda fountains for Coca-Cola. Why do we believe in the newspapers? Because each morning we can serve a reminder of Coca-Cola on the breakfast tables of America, and in the evening start every man home with a Coca-Cola advertisement in his hand.

The power of timely suggestion coupled with the deliciousness of Coca-Cola—this is what has made Coca-Cola the universal beverage.

You've tried the newspapers—have you tried Coca-Cola?

**Delicious--Refreshing--Thirst-Quenching
5c Everywhere**

THE COCA-COLA CO., Atlanta, Ga.

be. Any business that is founded primarily on high-grade lines is bound to make changes for the better. The ranks of the uncertain rate card newspaper are gradually growing thinner. The better class of dailies have long ago purged themselves of all objectionable medical and fake financial advertising, so the particular advertiser and advertising agent cannot complain of the "company" in the columns of the modern daily newspaper. In the mean time, however, the progressive paper is suffering from the sins of the weaker brother. I know there are a great many newspapers of the better class which do play straight with their rates, do not allow commission direct, and are just as scrupulous in carrying only high-grade advertising as any of the better magazines. They protect the general agent and co-operate at all times. It is this class of newspapers that should institute some radical change (educational work, if you may call it) in the method of selling space to the national advertiser and not depend on the agent to do the greater part of the work on a ten or fifteen per cent commission.

A more direct plan of operation suggests itself, featuring the presentation of newspaper facts, circulation figures and comparative cost to the advertiser, as well as the agent, covering the principal points, trade centers, by state, nationally, or a single city if desired. This service could be made further valuable by the establishment of a central bureau of information on newspaper statistics, city, state and national, with reports on dealers, trade conditions, also dealers, wholesale and retail, who could be depended upon to co-operate with the advertiser. The progressive general agent would not complain, as this is the kind of work from which he would eventually profit. It is reasonable to believe that just as soon as the larger newspapers become identified with a movement of this kind that other papers would follow suit. They would find it good business to do so.

The Quoin Club has been an important factor in the development of new business for the big magazines, and it would seem that such an organization might work to good advantage with the newspapers. I believe it is the policy of this club that each agent must carry at least three active magazine accounts to get commission. The A. N. P. A. recognition of agents is not as obligatory. There are many agents allowed commission who do not place three active national newspaper accounts. They complain there is not sufficient encouragement given to develop new business. I have talked over this subject with many agents and some have an idea that the commission paid by daily newspapers is not sufficient for the amount of work and expense involved in the handling of a newspaper account. Perhaps this may be true. The general agent is a business institution and must make money. It is quite natural that if he can make a better arrangement with other mediums with the advertiser's sanction and approval he will do so. When the newspaper idea becomes firmly fixed in the mind of the general advertiser, there will be more general agents who will recommend newspaper advertising. During the past twelve months several general advertisers have experimented on their own initiative and demonstrated to their own satisfaction the value of newspaper advertising. Results have proven the experiment is a good one, and the newspaper idea is being gradually adopted by other advertisers. Recently A. W. Green, president of the National Biscuit Company, gave out an interview which was published all over the country, in which he expressed the opinion that for the National Biscuit Company advertising, daily newspapers, as compared with all other mediums, had proved most effective. There are others in the same class.

Newspaper advertising is as old as the first newspaper, which goes back many years. The best method of handling this wonderful moulder of public approval, however, both in the selling of

space as well as the preparation of copy, is in the making. With improvement in this department, and a closer contact with the man who really pays the bills, the daily newspaper will take its place as one of the leading national mediums for the consideration of the general advertiser.

The Ad Club, of Sioux Falls, S. D., was recently organized by some of the hustling advertising men of that center.

The executive committee and vice-president of the Federation of Georgia Trades Bodies met June 29th at Atlanta, to discuss the beginning of a campaign advertising the resources of the state of Georgia. Many different methods were proposed.

The Pacific Coast Advertising Men's Association at its recent convention in San Francisco elected the following officers for the ensuing year: President, Henry G. Longhurst, Sacramento; vice-president, Dr. C. W. Hibbard, Los Angeles; secretary and treasurer, C. C. Chapman, Portland.

As Your First Step Toward Wiping Bad Debts from Your Books Send this Coupon—Now

Sign this coupon, slip it into an envelope with 24 two-cent stamps, and we will send you five complete sets of follow-up collection letters and notices that will collect almost any five slow accounts on your books. Not only that, we will send with them detailed instructions showing you just how to use them, so that any clerk or even the office boy can handle the work.

You would gladly pay a local attorney or collection agency many times this amount in commissions and fees to collect any one of your old accounts for you. Yet for this one small investment of 48 cents, you can secure all the letters and directions necessary so that you, yourself, can collect any **five** accounts and start yourself toward wiping all the bad debts from your books. Is this not worth 48c to you? Then send this coupon now.

You Get this Expert Collection Service for 48 cents

For years we have made a specialty of collection problems and processes. We know through long study and experience just what excuses debtors make and what methods will induce them to pay what they owe. These methods we have incorporated in these five sets of letters which we now offer you, together with full instructions for using them, for only 48c.

Since we began giving business men the benefit of our experience in this way, we have sold over four million collection letters and notices to more than 10 thousand representative business and professional men in all parts of the United States. And almost invariably, they have found that our methods bring in the money when every other method has failed. When 10 thousand concerns and individuals testify to the value of these letters, isn't the proposition at least worth your investigation? Isn't it worth 48 cents to try it out? Send the coupon and 24 two-cent stamps to-day.

SAYERS MERCANTILE AGENCY CO.

Organized 1895 Inc. 1905
Capital (Fully Paid) \$50,000
420 Olive Street, St. Louis, Mo.

Sayers Mercantile Agency Company 420 Olive St., St. Louis, Mo.

Please send me your five full sets of collection letters and notices with complete instructions for using them. You will find 48 cents enclosed.

Name

Address

WHY WE ARE A NATION OF READERS AND ADVERTISERS.

THE GENERAL READING HABIT DISTINCTLY UNDERLIES THE SUCCESS OF ADVERTISING—PUBLIC SERVICE AND THE PEOPLE—SPIRIT OF TIMES CO-OPERATIVE.

By Joe Mitchell Chapple,
Publisher, the *National Magazine*,
Boston.

The United States is a nation of readers; therefore a wide productive field for the advertiser. And there will be no increase recognized in the postal rates that have made this condition possible. Uncle Sam makes no step backward.

When times are good it is easy to gain the attention of the people, but hard times arouse thrift of the workers, and then comes the opportunity for an advertiser to display his greatest power. This is the time when the merchant discovers that the best thing he can have is the friendship of the people. Every year there will be a closer friendship among all the people who read and those who are connected with advertising as a business. Not as a mere safeguard against fraud and deception, and still less with a view to leaguering together to defraud or over-reach the public. The idea is to band together to give the people the best possible value, and to say that a man is a member of such a league ought to mean that he is worthy of absolute confidence. The spirit of the times is essentially co-operative, which is merely another form of advertising, which percolates every stratum of society, and is found in every trade and profession. The thing to do now is to use that co-operative instinct for a good purpose. The confidence of the people bestowed on one of us means more confidence in all advertisers, and our purpose is to help each other in every way possible.

Public utility corporations would have scoffed ten years ago at the idea of advertising. Now the telephone companies are among the largest advertisers in the United

States. The Western Union did not advertise. The moral is printed for all to read in the recent announcement of the absorption of that company by the association which resorted to advertising.

The Boston Street Railway has advertised for some time past to direct the stream of traffic so as to relieve the congested channels and winding thoroughfares of the city.

Of late years the trend of advertising had dealt largely with fundamentals, in creating sentiment and building up markets. The details of making and selling advertising are simple and fundamental functions of the modern newspaper. Every article of general use will be more than ever directly advertised in the future.

Ask any woman to tell you honestly how much she is influenced by advertising, and one out of ten will say frankly that through it she received many of her new ideas—hooks and eyes, feather-bone, side combs, etc. More and more exploitation embraces every human want, and the tendency of all this publicity is to improve the quality of goods, for in order to succeed the goods advertised must be kept up to the standard."

The Fort Worth Advertising Men's Club was addressed recently by S. M. Spotts, of the Capper Publishing Company, Kansas City, on the subject "Evolution in Advertising."

Upon the same occasion J. W. Sheler, division sales manager for the Multigraph Sales Company, of Kansas City, spoke on the subject "Direct Advertising." Mr. Sheler said in part: "Newspaper or magazine advertising serves a purpose to the business man similar to that of the well-trained bird dog to the hunter. It flushes the game that the bird may be singled out, that the hunter may concentrate his aim, fire and bring the bird into his possession."

"Letters are of vital importance in the business man's personal affairs; then why not use them in the endeavor to increase your business?"

"Argument is the letter writer's chief weapon, so present arguments that will convince."

At Camden, N. J., the *McDougall's Magazine* has been incorporated at \$50,000 by Wait McDougall, Herman L. Hohfeld and W. J. DuBree.

HASTEST OVER EARTH

POWERS PHOTO-ENG.

WORKING 24 HOURS CONTINUOUSLY INCLUDING SUNDAYS AND HOLIDAYS

ON EX PR RA

DEVOTED TO THE PRODUCTION OF ENGRAVINGS FOR ADVERTISING AGENCIES

DEPARTMENT OF PHOTOGRAPHY

DEPARTMENT OF LITHOGRAPHY

DEPARTMENT OF NEW METHOD

REPRESENTATIVE

POWERS PHOTO-ENGRAVING COMPANY

150 NASSAU ST. NEW YORK CITY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. McHAFFEY, Mgr. St. Louis Office: Third National Bank Building. A. D. McKINNEY, Manager, Tel. Main 1151.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, July 14, 1910.

P.I. Anniver- saries and Advertising Progress

One hundred and fifty years ago Johnson made the astonishing statement in the *Idler* that "the trade of advertising is now so near perfection that it is not easy to propose any improvement."

Just twenty-two years ago, when PRINTERS' INK first made its appearance, advertising was admitted to be "in its infancy." Just the other day at a banquet a speaker qualified to speak asserted that advertising was to-day in its *swaddling clothes!*

This is most alarming, for it would seem to indicate that advertising has declined from its prime in Johnson's time to its second cradlehood in our day!

The splendid truth is that advertising has not only dropped its baby clothes, but it has also gone far past the dime novel period of make-believe, swashbuckle and filibuster. If not one single other thing was notable at this twenty-second anniversary of PRINTERS' INK (whose anniversaries are admitted to be also the anniversaries of modern advertising) it would be most notable indeed that this past year has put many advertising men who deserved it

higher up in commercial and financial councils. *Advertising men count for more in business to-day than ever before.* The vital creative nature of advertising of the right sort is now acknowledged and used by most of our greatest corporations.

Witness, if you will, this number of PRINTERS' INK both editorially and its display advertising: the ability shown by contributors, the reach and scope of PRINTERS' INK advertisers, constitute a wonderful, thought-compelling index to the business as it now is. It *proves* how powerful a drive-wheel advertising now is to American industry; it is concrete evidence, in a single issue, of the astonishing ramifications, the liveness, the sheer *volume* of business which to-day is done through advertising.

Men like George P. Rowell, founder of PRINTERS' INK, were able to see something of the future of the business and take a hand in developing it. Their work was truly pioneering as that of the prairie schooner pioneers of the last century, for the work of educating manufacturers and public to see the selling qualities of print and picture was a harder task than any of the younger generation now realize.

In this work PRINTERS' INK has been credited as leader and early given the title of "The Little Schoolmaster." Week after week, without cessation for all these twenty-two years, it has carried far and often the ideas which constitute the foundation of advertising and, therefore, business success. Its lessons have been varied as the lessons of perhaps no other schoolmaster, for its field has been the field of everything that is sold everywhere. And to the keen interest everywhere in the business of selling goods PRINTERS' INK attributes its reputation and interest. This matter of selling goods is the heart of business, and more fascinating than the making of goods. This is why, perhaps, that PRINTERS' INK is frequently said to read as absorbingly as fiction. The full, wide sweep of America's wonderful gamut of business, at

its most dramatic point—selling—is PRINTERS' INK's field—and it believes that the business of selling and advertising is bound to become more fascinating to study with each new anniversary.

Barnum and Advertising

They are celebrating the one hundredth anniversary of P. T. Barnum.

It is entirely misleading to celebrate the "advertising ability" of a man like Barnum without making some very sharp distinctions. It is as if medical men should celebrate a hoodoo medicine man of long ago—it is interesting as a starting point of a profession, but lamentably gross and misrepresentative of the modern development of it.

Barnum's "genius" lay in his sheer enterprise and his skill in putting a human appeal into his publicity. He catered to a generation different from this, and he exhausted the sensation power of advertising, then new, while playing upon a streak of American character which is rapidly declining—the streak of bizarre appetite for the abnormal, the admiration for trickery and the fascination of the horrible.

There are not so many people who want to see men eat glass and nails or swallow snakes as there used to be—they prefer somewhat more refined amusement. This Barnum sensed before he ended his career. He reached what might be called the psychological terminus of sensation, the highest pressure appeal to human nature, as it were, by showing a strange animal which he named "What is it?"

After this climax he became justly famous for a piece of enterprise which proved him a really great showman and a more modern advertiser—he brought Jenny Lind before the great circus public. In other words, he began to exhibit and advertise something substantial and real, rather than what was little short of fraud; and it is significant that his greatest fame came from this source.

Much has been said about his

alleged remark that the people want to be humbugged. In the first place this is misleading because Barnum always had a good circus worth its price, despite the frauds which he used purely for advertising purposes; and second these frauds lost their pull as advertisements after the public mentally found them out, and Barnum had to produce something real like Jenny Lind to draw.

Circuses nowadays are not run like Barnum ran them (though recently during census time a circus which was widely billed to have 1,200 performers was found by the inquisitive census takers to have only 480!). All the big circuses are now consolidated into what the Octopusville *Sentinel* would swear was a circus trust; and advertising of the modern sort for really meritorious attractions is what brings crowds year after year.

Beauty on the White Way

In its editorial page department, headed "Topics of the Times," the New York *Times* recently took occasion to criticise the big illuminated signs along New York's Great White Way. The *Times* article said in part:

The ambition of the signmakers is now not invite or merely attract the public eye to the shining advertisements of their several wares and enterprises, but to compel it, no matter how unwilling or resentful said eye may be. To the attainment of a blazing and painful conspicuity, every æsthetic consideration is eagerly sacrificed, and without hesitation a last touch of what for the sensitive is torture has been added by the frequent alternations of light and darkness. Than that, of course, nothing is more trying or injurious to vision, and it is an expedient to which electricity, unfortunately, lends itself more readily than any other illuminant.

In these days when most every city in the country is striving to lay claim to being a city beautiful, it is striking a popular note to make mention of such a situation as the *Times* claims exists. But, judging from conditions in what is undoubtedly the world's best example to-day of a city beautiful, viz., Paris, which has

its well-defined municipal rules as to architecture and the height and decoration of buildings, the *Times* might well introspect and consider the mote out of its own eye. If there is any blot upon the beauty and contour of the Great White Way and vicinity, according to the Parisian way of thinking, the sudden up-rising of the *Times* may be considered as supplying it.

However, to consider only the illuminated signs along the Great White Way, there is much to be said in favor of their artistic features. Certainly there is nothing in the country which rivals them and certainly, too, if we consider only the latest acquisition, viz., the Ben Hur sign, just north of Herald Square, little or nothing can be said in criticism.

This "flaming chariot" sign is the most unique and intrinsically interesting illuminated sign yet devised.

Last week a number of municipal art reformers met in New York and objected strenuously to electric signs in New York's chief highways, on the grounds of municipal art—the same old cry.

It seems to PRINTERS' INK that it is a bit funny to criticize signs on Broadway—or anywhere—as inartistic, when the buildings themselves are as unrelated, as offensive to architectural unity as a jagged mass out of a grab bag, and frequently as dilapidated.

Making the Ad Club Movement Count

The Associated Advertising Clubs of America have made themselves more strongly felt in the past year than any time before.

Organization is a wonderful thing, and it is the modern plan of accomplishing big things. The fear that the club movement would be entirely too social and given up to eager solicitors, welcoming any new avenue of approach to prospects, has been largely overcome.

Somehow the meeting of men in the same business always clarifies the atmosphere and creates a

compact power of members that has greater effect than individual action. President Dobbs, by the use of the club platform throughout the country, has been enabled to do very far-reaching good to the business. The propaganda of "clean advertising" is a vital and necessary reform, and Mr. Dobbs has spoken hundreds of times in the past year on the subject, making his administration and his organization a power it has not hitherto been.

Besides being a source of mutual help, the club movement has been made, in the past year more than ever, a publicity movement of the better general recognition of advertising as a method and as a profession of usefulness and honor. The President and a long list of notables have been guests of ad clubs in the past year, and many an individual has altered and bettered his conception of the business.

That Husky Neighbor of Ours

The interest in Canadian trade is everywhere considerable, and for good reasons a more husky and healthy young nation than Canada is seldom met with by those who feed and supply nations.

Figures of Canada's imports for the year ending March, 1910, have just come out, and they show a buying power that is growing with big sweeps. Canada bought for the year \$223,501,809 worth of goods from us (an increase of over 43 million dollars over the year before). From England Canada bought only \$95,300,944 worth of goods, but little more than a third of what was bought from us, despite unreasonable tariff here and free trade in England.

Add to this Canada's amazing farm progress and we get an idea of the huskiness of our neighbor. C. M. Hays, president of the Grand Trunk System, returning from a trip west, says the crops will be "bumper," and marvels at the trainload after trainload of immigrants daily swallowed up in the Canadian west.

The following Index shows the remarkable collection of notable articles by notable writers which appear in this Twenty-second Anniversary Issue of Printers' Ink.

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Crops!

A Sixty-Million-Dollar Crop That Never Fails!

New England's Crop of Summer Visitors!

Come droughts or floods, panics or periods of plenty, \$60,000,000 spent each year in New England by Summer Visitors. [Estimate of President Lucius Tuttle, of the Boston & Maine Railroad.]

FINANCIAL MEN tell us that Crops are the foundation of our Nation's prosperity. ADVERTISING MEN know that a season of good crops makes any section a good field.

In some New England cities (Portland, Maine, and New London, Conn., for instance) the Summer Months are the heaviest business months of the year.

New England, in addition to its great diversified manufacturing industries, affords advertisers (1) a sure "good crop" section, (2) a compact territory, (3) good local papers.

Portland Express
Springfield Union
Haverhill Gazette
Lynn Item
New Bedford Standard and Mercury

New London Day
New Haven Register
Waterbury Republican
Pawtucket Times
Worcester Gazette

THE FINE OPPORTUNITIES FOR CANADIAN TRADE.

BULMAN'S MAGAZINE.

WINNIPEG, June 30, 1910.

Editor of PRINTERS' INK:

We read with interest the article on "Conditions in Western Canada," by Mr. J. H. Collins, which appeared in a very recent issue. We certainly agree with Mr. Collins that there is a good business to be had in Canada for the American manufacturer if he could only be convinced of this fact and think of Canada seriously, and extend his advertising to cover it thoroughly. The opportunities in Western Canada are exceptionally conspicuous. Almost every manufacturer and wholesale house in Winnipeg doing business with the farmer are being offered more business than they can take care of. More especially is this true among the implement dealers. These conditions will last for a long time, as there is only a very small portion of the fertile land in Western Canada under cultivation at the present time, and there will be a continual flood of immigration into this country for a long time to come. These new settlers all need equipment for their new farms, and local dealers and manufacturers will have their hands full trying to keep pace with the demand. We do not think the matter of price is a very big obstacle to the American manufacturer coming to Canada, because, as stated by Mr. Collins, duty is paid on the raw material on a good many of the articles manufactured here, and as the demand is greater than the supply, we are confident the public would be willing to pay the slight increase in price.

GEO. FARQUHAR,
Business manager.

The booming of South Boston as a commercial center is now going on in full force. On June 25th the sales force of the Joseph Middleby, Jr. Company was addressed by Mayor Fitzgerald, of Boston, who said in part: "Help salesmen from other Boston houses if you meet them on the road. Lynn has achieved a great reputation as a shoe city, but there is no reason why South Boston, with her unexcelled manufacturing and shipping facilities, should not be equally renowned. Too much Boston money is invested in industries outside New England. The great auto show here resulted in being turned over to Western manufacturers, when there is no reason why great automobile factories should not be built in New England."

The Sunset Central Lines started what is to be known as a "Hog Special," on July 6th, for the purpose of instructing the farmers in regard to raising hogs with the greatest amount of profit. The itinerary of the trip was carefully advertised in advance. It will cover a period of nearly a month.

Portland, Maine

The all-the-year-round City

Owing to Portland's beautiful island-dotted harbor, its population of summer visitors is constantly and rapidly increasing each year. This transforms what are elsewhere termed the "dull summer months" into the liveliest selling months of the year. Advertisers' space in

The Evening Express

[Daily Advertiser absorbed December, 1909]

and

The Sunday Telegram

(Our Sunday Edition)

pulls all-the-year-round!

The net paid circulation of THE EVENING EXPRESS is 50 per cent Greater than that of the other two Portland dailies COMBINED.

Maine's Largest Daily

and Sunday

Circulation!

JULIUS MATHEWS, Representative

THE ADVERTISING VALUE OF A MANUFACTURING PLANT.

TRADE-WINNING FACTORS IN A SANITARY AND IDEAL PLANT—HOW THE BEECH-NUT FACTORY IS USED TO ADVERTISE ITS PRODUCT—MUSIC DAILY FOR EMPLOYEES.

By A. E. Hodge,

Advertising Manager, Beech-Nut Packing Co., Canajoharie, N. Y.

The manufacturers of this country, as a rule, have been very slow to use the splendid opportunity which is within equal reach of them all, of making their factories, *their plants themselves*, a forceful advertisement of their business. One would hardly expect a manufacturer of unreliable goods to produce them in an ideal factory or under ideal conditions, and he certainly would not be in a position to advertise his methods of production, but there are scores of manufacturers today, producing highest grade goods under first class conditions and with the best equipment obtainable, who fail to get full, or, in fact, any advertising value out of the plant itself, by neglecting to tell the public about the conditions and methods which obtain in their plant.

This principle applies to small, as well as large factories, as is in fact the basic principle of a number of industries which, though very small in their beginning, have grown to be very extensive. One of the most important conditions which should be found in every modern factory is that of cleanliness, and yet this very condition is one which is rarely made a first consideration. The idea of cleanliness in food factories never received much attention from the public until the Pure Food Law became an issue.

Naturally, it isn't nearly as essential to have your furniture produced in a clean factory and by clean workmen as it is to know that the food you eat and the clothing you wear were manu-

factured under ideal sanitary conditions, yet you will agree that there is a satisfaction in knowing that not only your food and clothing, but the hundreds of articles which are in daily use in your home, are the products of workers and surroundings that approach the ideal.

Instinctively, the man who is clean likes to associate with clean men, in attractive surroundings, and it is safe to say that the vast majority of men are of this mind—therefore, as a manufacturer of a clean and wholesome product (whether to eat, drink, smoke, wear or use) why should he not tell his clientele something about the actual conditions under which his product is manufactured?

It may be argued that the consumer is not interested in where or how a product is made, so long as that product gives satisfaction—that *may* be so, but I do not think it is so. If you have a plant where a force of cleaners mop the floors daily, where there is a premium on cobwebs, where the inside of the buildings is cleaner than the outside, where swearing and smoking are not allowed, where an atmosphere of wholesomeness and contentment prevails, where there is music in the air—real music, as there is each day in the Beech-Nut plant—tell the public, for the people are interested in these things.

In this plant it is plainly an ingrained belief that "cleanliness is next to godliness." Cleanliness in a product implies many things—it implies the personal cleanliness of the employees; the manicuring of their nails; the adoption of white caps and aprons; the use of sanitary lockers and toilet appliances; the daily scrubbing of floors, tables and apparatus; the use of the very finest raw materials; and the personal interest of the heads of departments in the welfare of their workers.

Neat signs, in prominent positions in all departments of a plant, serve as constant reminders of the policy of the company, and attract the favorable attention of visitors: "We Must Keep Clean,"

"No Profane Language Allowed," "Wash Your Hands and Clean Your Finger Nails," "Spitting Prohibited," "No Smoking."

Each one of these features should be used in an advertising campaign, for the telling of these news items lends interest to your copy. It was an innovation when the Beech-Nut Packing Company introduced a grand piano into the main packing-room of its plant, and later a second one, where it was used daily to furnish music to the workers, but it has proved its practical value both to relieve the monotony of the work and as an advertising feature.

Music tends to increase rather than to diminish the production of the packers, and certainly is an interesting surprise to visitors, and one which makes a favorable impression on their minds. It is time well spent in conducting visitors through a plant when the conductor makes his story intensely interesting, and no one but an interesting talker should be allowed to show visitors a product and how it is manufactured.

All of these things indicate a general principle applicable to any business in which the product manufactured is the best of its kind and the manufacturer has nothing to hide. As evidence of the results of such policy witness the remarkable growth of the Beech-Nut business, the establishment of a trade-mark of inestimable value, and the increasing demand for high-quality products.

The importance of keeping every department of a plant up to the top notch of efficiency is appreciated by every general manager of a modern plant, and the keen advertising manager takes advantage of the conditions which are certain to obtain in such a manufactory, for they have cumulative advertising value; and as the public becomes acquainted with the superiority of your methods and resultant products, it becomes a matter of *keeping* them up to your standard of quality rather than trying to attain a standard.

Million a Month Invested in Cotton Manufacturing in New Bedford Massachusetts

during the first six months of this year. More new mills building,—increase in Savings Banks deposits,—greatest building record for any six months in city's history.

You can get your share of New Bedford's wonderful prosperity—through the advertising columns of the

Standard —and— Mercury

the home papers that are read by nearly every family in the city.

Combined daily circulation

19731

Information about local trade possibilities gladly furnished by

E. V. ALLEY, Adv. Mgr.
New Bedford, Mass.

WRITING FARM COPY THAT PULLS.

SOME RULES THAT GO FAR TO ASSURE RESULTS IN FARM MEDIUMS—ERRORS OF COMMISSION THAT ARE COMMON—ADAPTING COPY TO SECTIONS—THE LINE OF TALK THAT WINS.

By S. E. Leith.

If I were making a business of writing farm paper copy I think I should have a set of rules about as follows, and for which I give my reason:

RULE 1—Make each piece of copy a short, simple lesson; just as wholesome, strong and convincing as the lesson taught to a child in school.

The real function of advertising is to be educational. When we undertake to educate a child we select such language and books as are easily within his comprehension.

The first essential of good copy is to have it easily understood by the man we hope will read it.

With the farmer, perhaps more than any other class of students, short lessons at frequent intervals are preferable. It is better to give fifty-two short lessons rather than to cram all the facts into one five-page story. This has been tried time and time again in the agricultural press and it is proven beyond doubt that three or four-inch copy giving a short story each week is very much more productive of results than is a page or three pages in two or three issues. (Special season copy excepted.)

(Never take four columns to tell a four-inch story—but use brevity, with discretion.)

I know some solicitors argue for the great big bite of the pie, but for my part I want the small regular copy, just large enough to tell a frank, straightforward story in an attractive manner.

RULE 2—Use only short arguments, short paragraphs and the smallest words possible, without sacrificing strength.

In writing copy for farm papers avoid all technical expressions, make the language as plain, simple and expressive of real facts as possible, cut out all the frills,

just tell the truth in the same language you would use if really talking to the farmer.

Large space in farm papers is not necessary to attract the attention, for the reason that most of these papers put every advertisement at least next to reading matter, copy doesn't often get buried in solid pages of advertising, hence a reasonable sized advertisement, well displayed, seldom fails to be attractive.

Again, the farmer has been taught to read these advertising columns as a market index and for the valuable information they give regarding new inventions.

RULE 3—Be absolutely truthful, avoid even the slightest exaggeration or suspicion of false statement.

No class of buyers have been more frequently cheated and defrauded than have the farmers, hence they are, if anything, over suspicious and you can't be too careful to give them exact facts in terms which tend to develop confidence. Do this and his trade will follow.

RULE 4—All illustrations should be correct and true in every detail.

Good illustrations are of great value in farm papers, but the pictures must be true in their representation of the article advertised.

The farmer is not interested in pictures of beautiful country estates and interiors that are out of all reason for him; neither does he want to see men or women of his class dressed in Paris or grand opera style. Let the illustration, as well as the script, meet the farmer on the farmer's level.

RULE 5—Avoid all gaudy effects and borders, stick to plain, well set, businesslike and easily read effects.

The progressive farmer is a careful reader. You need no poster type to attract his attention. If you have an illustration or head line that catches his eye then the plainer and more simple you make the following script the better.

Don't chop the copy up in squares, oblongs or circles, and don't stretch the lines all across the page in small type; the farmer's eye is not trained to this kind of reading. Too many farm

paper advertisements look like the old-time drummer with striped suit, blue shirt, red tie and big yellow diamond.

RULE 6—Give the farmer all the information possible.

The farmer is always interested as to who pays the freight, but few advertisers make any mention of it. It is important that you state whether goods are handled by dealers or must be bought direct, and whether or not descriptive matter is issued.

Many orders are lost because price is not mentioned, while the flowery extravagant statements lead the farmer to believe the article is out of his reach.

RULE 7—Avoid all technical terms and complication.

Remember the farmer doesn't know all the things about your article that you do; write the copy for the man who is going to read it. Don't use extraordinary words unless your text explains them thoroughly.

In a recent issue of *Farm Life* is a whole page used by a buggy manufacturer who talks about a "laminated" seat. I have asked twenty people what kind of a seat this is without finding one who could explain. This copy, prepared by a leading agency, talks about nothing but the seat, the wood and a big book. It may be good copy, but I believe the farmer would be more likely to purchase if something was said about experience in building, satisfaction given, workmanship or quality of steel and leather trimmings used.

RULE 8—Have in each piece of copy a substantial guarantee of satisfaction and, if possible, a short testimonial proving reliability.

"Satisfaction Guaranteed" has been so abused in farm papers that it now amounts to very little unless backed by a forfeit. The farmer wants to know how he is going to get satisfaction, what chance he has of making you live up to the guarantee. The plain statement—"Money refunded if desired" means more to the farmer than a page of flattering generalities about reputation.

If possible, strengthen his confidence in your statements by

Connecticut's Summer Resorts

are thronged with visitors during July and August. The

New Haven Register

serves the Long Island Sound shore resorts in this vicinity.

THE REGISTER has the LARGEST and BEST Circulation of any NEW HAVEN paper.

Carries most advertising.

The great Classified Ad Medium of the state. It is

New Haven's Best Paper!

JULIUS MATHEWS, Representative

An Important Factor in Securing Distribution for Food Products and Grocery Specialties

Here is a fact you ought to know: Not one grocery paper reaches as many live, successful grocers *all over* the United States as does

THE Tea and Coffee Trade Journal

"The Blue Book of the Trade"

It is the only grocery magazine which specializes on tea and coffee—and since every successful grocer is a tea and coffee specialist he is also a subscriber to this magazine. Send for particulars and ad rates.

THE TEA & COFFEE TRADE JOURNAL

93 Wall Street New York

New York Herald Syndicate

—OO—
The fight photos were sent out from Reno. The news picture matrices showing the knockout and other scenes at the great battle were made in and shipped from Salt Lake. This explains why your opposition, if you did not get The Herald Syndicate Service, had the "beat."

—OO—
Full-page Sunday features.
Special Cable and Telegraph service.

Daily Matrix services—News, Woman's and Comics. Daily Photograph service.

For particulars apply to

**NEW YORK HERALD
SYNDICATE]**

Herald Square, New York

Canadian Branch:

Desbarats Building, Montreal.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!

Do you want some of this business?

USE THE CLIPPER

—ADDRESS—

NEW YORK CLIPPER, New York City

LincolnFreie Presse

LINCOLN, NEB.

Actual Average
Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

printing a signed testimonial from somebody who has been satisfied. A cart load of medals or fair prizes means little to the farmer—he knows something about how some are secured.

RULE 9—Get a paragraph in each piece of copy that will prompt the reader to ask a question.

This is very essential, and yet most often unobserved because so few copy writers have the knack of so wording their statement that the farmer wants further information. Illustrated catalogues and free booklets don't interest the farmer half so much as "let us give you valuable information free," "let us show you how to save money," "let us tell you how to reduce your labor."

RULE 10—Write special copy for not only the section of the country and the season of the year, but for the class of people likely to read the paper.

With farm papers, perhaps more than those of any other class, it is absolutely essential that the copy be made to fit the particular paper in order to get the best results.

One piece of copy may be used in all the magazines or religious papers, but it is practically impossible to write an advertisement which would be equally adapted to all classes of farm papers.

This is because the farm paper of any strength is edited for a particular field, and the same copy which might produce splendid results in the northern or western states would probably not pay at all in the South or East, even though the article might be on sale in all states.

If I were advertising President suspenders I would use in a dairy paper an argument for the dairy-men. In poultry papers I'd say something to catch the eye of the poultrymen. In the horse papers I'd try to show their special adaptability to the horsemen. In Southern papers I'd show why the suspender was particularly good for that climate; I'd endeavor to do the same in the North and West.

Not long ago a roofing concern used a picture in a Texas paper showing everything covered with three or four feet of snow, a condition unheard of in that section.

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The same advertiser, in order to show the cooling effects of the roofing, uses an illustration in Northern papers showing nothing but palm trees and tropical plants which were never known to grow where the paper circulated.

Another very important thing often overlooked is the proper advertising season. Many dollars are lost each year by seedsmen who send their order to the entire list at the same time. Alabama and Texas are from eight to ten weeks ahead of the Northern states. The plowing season in Pennsylvania and Kansas is much earlier than it is in Maine and North Dakota. Copy should be sent to each state accordingly.

RULE 11—Talk adaptability and usefulness rather than mechanical perfection.

Some advertisers seem to think the farmer is more interested in the perfection and size of their plant than they are in the adaptability or usefulness of the article itself. This is wrong. The business farmer of to-day is interested in knowing wherein a new product is going to be of real assistance in saving either time or money rather than the process of manufacturing. Mechanical perfection, of course, plays its part, but never let that overshadow the benefit the farmer will derive by the purchase.

During the last year I have seen much copy regarding cream separators. I failed to find one piece that told what the separator was, why the farmer should use it, how much money it would make for him, or what would be the profit on the investment.

RULE 12—Stand on your own merits; never refer to a competitor in your own copy.

Farmers don't like mud slinging. Every time an advertiser calls attention to the inferiority of a competitor in any way, he throws that much discredit upon himself. Let me tell you there is no buyer so suspicious as the farmer, and every word you say against a competitor makes him that much more suspicious of you.

A Clean Sweep!

For six consecutive months the

Worcester Mass. Gazette

has led all Worcester Dailies in amount of week-day advertising carried (the "Gazette" has no Sunday).

Why?

Largest Evening Circulation!

Circulation concentrated almost entirely in and close to Worcester.

The Best Advertising "Buy" of any Worcester newspaper!

Has the Confidence of the People. Its readers believe in it!

Its Advertisers Get RESULTS!

JULIUS MATHEWS, Representative.

Farmers Home Journal.

LOUISVILLE, KENTUCKY

IS THE BUSINESS paper of the Farmers and Stock Men of Blue Grass State and adjacent Southern States. It is read, studied and trusted by them as a part of and help to their business. For over forty years it has been their general agricultural guide and mentor. As its columns, both reading and advertising, are carefully guarded from unworthy matter it has the confidence of its readers to an extent rarely equalled by any similar publication. This gives an advertisement in its columns a special and peculiar value to the advertiser. As its readers are as a rule, well-to-do farmers, they have the money to buy what they see advertised if they want it. Advertising rates are reasonable and will be furnished on application.

Subscription Price \$1 per Year

Sample Copy Free

Address

Farmers Home Journal,
Louisville, Kentucky

By George, it Has!

Mr. Allen W. Clark,
Publisher "American Paint & Oil Dealer," Dealer,
St. Louis, Mo.



My Dear Mr. Clark:--

Send your stenographer away, close your office door, look at that blank space in the wall and ask yourself quick: "Has my publication gone ahead during the past year?"

If, after five minutes, you can hit your desk hard and say, "By George it has", then here's our hand.

But you won't gain the fullest advantage of your progress unless you make advertisers understand it. It's part of their business to keep a mighty sharp lookout for facts that will help make their advertising more successful. And facts such as your advance in 1909-1910 they are hungry to get.

Very truly yours,

J. M. Hopkins
General Manager.

Dear Mr. Hopkins -

You say it well, and I thank you, But I'm just back from a three week's trip - and your Anniversary Number goes to press day after tomorrow.

So please accept my congratulations upon your Anniversary - long may you wave - and ask your readers, the advertisers to phone or write any of our advertisers for "the facts" and "the Reasons Why space in the 'A.P.O.D.'" is staple value at \$100 a page, flat.

And if they'll write me, I'll send 'em samples and one nice "follow-up." We have no solicitors.

Yours sincerely

Allen W. Clark
Allen W. Clark

Allen W. Clark

JULY MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY
MAGAZINES FOR JULY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	118	26,537
Cosmopolitan.....	114	25,536
Review of Reviews.....	107	23,968
Scribner's.....	104	23,420
McClure's.....	97	21,770
Hampton's Magazine.....	94	21,203
World's Work.....	92	20,790
Canadian Magazine.....	88	19,712
American Magazine.....	85	19,232
Munsey's.....	85	19,192
Sunset.....	82	18,424
Harper's Monthly.....	79	17,900
Pacific Monthly.....	68	16,373
Century Magazine.....	67	15,120
Red Book.....	50	11,200
Pearson's.....	43	9,751
World To-Day.....	37	8,400
Current Literature.....	35	8,028
Success (cols.).....	47	8,000
Argosy.....	33	7,560
Ainslee's.....	31	7,100
Atlantic Monthly.....	30	6,720
Theatre Magazine (cols.).....	38	6,440
Lippincott's.....	26	5,824
American Boy (cols.).....	28	5,620
Human Life (cols.).....	27	5,210
Strand.....	23	5,152
All Story.....	20	4,522
Metropolitan.....	19	4,032
Phyllis.....	32	3,840
Blue Book.....	16	3,584
St. Nicholas.....	15	3,528
Smith's.....	15	3,360

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

*Vogue, (2 issues) (cols.).....	243	37,500
Ladies' Home Journal (cols.) ..	91	18,256
Good Housekeeping Magazine.....	72	16,212
Woman's Home Comp'n (cols.).....	80	16,144
Delineator (cols.).....	56	11,252
Uncle Remus's Magazine (cols.).....	59	11,020
Modern Priscilla (cols.).....	63	10,584
New Idea (cols.).....	52	10,572
Designer (cols.).....	52	10,554
Ladies' World (cols.).....	49	9,880
Canadian Home Journal (cols.).....	47	9,315
Housekeeper (cols.).....	46	9,275
Pictorial Review (cols.).....	45	7,560
McCall's (cols.).....	49	6,566
Harper's Bazar (cols.).....	30	6,100
Paris Modes (cols.).....	38	5,142
Dreammaking At Home (cols.).....	24	4,920
American Home Monthly (cols.).....	19	3,995

*June

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers own advertising)

Motor (cols.).....	410	68,916
Country Life in America (cols.).....	165	27,946
System.....	105	23,632
Suburban Life (cols.).....	104	17,680
Field and Stream.....	65	14,630
Outing Magazine.....	61	13,664
Popular Electricity.....	47	10,713
Book-Keeper.....	46	10,400
International Studio (cols.).....	73	10,304
Recreation (cols.).....	56	9,463
House and Garden (cols.).....	63	8,930
Garden (cols.).....	57	7,980

Craftsman.....	33	7,504
American Homes & Gard.(cols.).....	43	7,291
Technical World.....	30	6,774
House Beautiful (cols.).....	44	6,260
Outers' Book.....	26	5,992

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR JUNE

(Exclusive of Publishers' own advertising)

June 1-7:	Cols.	Agate Lines
Independent (pages).....	136	30,464
Saturday Evening Post.....	136	23,120
Collier's.....	53	10,140
Literary Digest.....	67	9,450
Life.....	67	9,296
Churchman.....	38	6,149
Outlook (pages).....	23	5,276
Leslie's.....	22	4,565
Associated Sunday Magazines.....	23	4,275
Christian Herald.....	21	3,698
Illustrated Sunday Magazine.....	16	2,964
Scientific American.....	9	1,830
Youth's Companion.....	8	1,670

June 8-14:

Saturday Evening Post.....	100	17,000
Collier's.....	65	12,450
Literary Digest.....	58	8,120
Outlook (pages).....	27	6,144
Leslie's.....	28	5,600
Life.....	32	4,480
Associated Sunday Magazines.....	23	4,255
Christian Herald.....	21	3,570
Churchman.....	19	3,178
Independent (pages).....	13	3,080
Illustrated Sunday Magazine.....	12	2,160
Scientific American.....	10	2,000
Youth's Companion.....	5	1,135

Since January 1906 and including July 1910, more advertising has been placed in SYSTEM than in any other standard size magazine. Because since January 1906 advertisers have been unable to secure elsewhere so many inquiries and so many orders for the same number of dollars.

SYSTEM
THE MAGAZINE
OF BUSINESS

CHICAGO

NEW YORK

LONDON

June 18-21:

Saturday Evening Post.....	123	20,910
Collier's.....	87	16,530
Life.....	51	7,254
Literary Digest.....	51	7,117
Outlook (pages).....	25	5,772
Churchman.....	28	4,498
Associated Sunday Magazines.....	23	4,380
Independent (pages).....	16	3,784
Leslie's.....	18	3,650
Christian Herald.....	18	3,100
Illustrated Sunday Magazine.....	13	2,492
Scientific American.....	11	2,372
Youth's Companion.....	6	1,200

June 22-23:

Outlook (pages).....	94	21,168
Saturday Evening Post.....	72	12,150
Literary Digest.....	78	10,915
Collier's.....	39	7,410
Life.....	33	4,627
Leslie's.....	23	4,600
Associated Sunday Magazines.....	19	3,600
Independent (pages).....	16	3,584
Christian Herald.....	19	3,430
Churchman.....	17	2,648
Illustrated Sunday Magazine.....	13	2,500
Scientific American.....	6	1,232
Youth's Companion.....	6	1,200

June 29-30:

Life.....	35	4,970
Leslie's.....	20	4,000
Independent (pages).....	15	3,528
Youth's Companion.....	13	2,600
Christian Herald.....	14	2,380

Totals for June:

Saturday Evening Post.....	73,180
Collier's.....	46,530
*Independent.....	44,440
Outlook.....	38,360
Literary Digest.....	35,602
*Life.....	30,727
*Leslie's.....	22,405
Churchman.....	16,671
Associated Sunday Magazine.....	16,510
*Christian Herald.....	15,976
Illustrated Sunday Magazines.....	10,116
*Youth's Companion.....	8,145
Scientific American.....	7,434

*—Five Issues.

RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols.).....	410	68,916
*2. Vogue (June) (cols.).....	243	37,500
3. Country Life in America (cols).....	165	27,946
4. Everybody's.....	118	26,537
5. Cosmopolitan.....	114	25,536
6. Review of Reviews.....	107	23,968
7. System.....	105	23,632
8. Scribner's.....	104	23,420
9. McClure's.....	97	21,770
10. Hampton's.....	94	21,203
11. World's Work.....	92	20,790
12. Canadian.....	88	19,712
13. American.....	85	19,232
14. Munsey's.....	85	19,192
15. Sunset.....	82	18,424
16. Ladies' Home Journal (cols.).....	91	18,286
17. Harper's Monthly.....	79	17,900
18. Suburban Life (cols.).....	104	17,690
19. Good Housekeeping Magazine.....	72	16,212
20. Woman's Home Comp (cols.).....	60	16,144

*2 issues

The Bessie Tift College, Forsyth, Ga., is ordering one and one-half inches, twenty times, in the South through the Massengale Agency, Atlanta, Ga.

WHY THE DUSTLESS-DUSTER
MAN CAME DOWN WITH
THE DUST.

HOWARD DUSTLESS-DUSTER CO.

BOSTON, MASS., June 23, 1910.

Editor of PRINTERS' INK:

I pin my faith and my \$2.00 on PRINTERS' INK—the Little Schoolmaster and the Big Professor of that most known and most unknown science—advertising.

The advertising man who is unable from fifty-two numbers of PRINTERS' to get two dollars' worth of know-how INK has buttons on his brain. Give him the Button Hook.

HOWARD DUSTLESS-DUSTER CO.

F. A. Howard, Pres. & Treas.

IN FAVOR OF HYGIENE.

McCLURE'S MAGAZINE.

New York, June 23, 1910.

Editor of PRINTERS' INK:

In your issue of PRINTERS' INK of June 23 I observe an editorial, subject of which is "Something Doing at Last," and I want to congratulate you for not only securing this item of interest but for its publication. Such matters as this ought to have wide publicity and your treatment of it is splendid and to the point. Please accept my best wishes for a continuance of such hygienic editorials.

E. T. CLYMER,

W. N. Huse, editor of the Norfolk, Neb., *News*, will make an address at the Omaha convention of the Associated Advertising Clubs of America on "The Country Newspaper as an Advertising Medium."

The advertising bureau of the Indianapolis Trade Association was organized June 23d. The bureau is expected to accomplish big things in advertising Indianapolis. The keen advertising men employed by the jobbers and manufacturers of Indianapolis are expected to concentrate their brains upon the subject of exploiting that city as a wholesale and manufacturing center.

Charles J. Babcock, advertising man, addressed the committeemen of the Denver Chamber of Commerce, June 23d, in reference to the proposed exploitation of Denver along advertising lines. He said in part: "The growth of a city is like the success of any private enterprise or business and is mainly dependent on one thing—publicity. It is a competitive proposition, this advertising a city, and Denver has to compete with other cities alive to the advantages of publicity. Seattle, Tacoma, Oklahoma City, Portland and many other cities are in the field as competitors of this city and they are all advertising. Denver must advertise; must exploit her natural advantages, if she is to receive her share of the great army of immigrants being attracted to the great West. We must be aggressive and at the same time broad, so that advantages will accrue both in the city and to the state."

VANDALISM AND COMMERCIAL ART.

HART SCHAFFNER & MARX.

CHICAGO, JUNE 30, 1910.

Editor of PRINTERS' INK:

Some time ago a representative of your office called on us regarding the reproduction of one of our copyrighted cuts by very prominent advertisers. Our drawing, which was made by a well-known artist, had been reproduced on a billboard in New York City. We assumed that the advertisers were probably not aware of the infringement and, as a matter of courtesy, we thought it should not be given publicity. Since that time so many infringements have been made that we believe some publicity along that line by a magazine such as yours would have a wholesome effect.

We find, and can give instances, if you desire, where advertising agencies have taken our drawings, reproduced them and sold them to merchants. We have on our desk now evidence where one agency sold our cuts, or practically reproductions of them, to merchants in Trenton, N. J., and Pittsfield, Mass. We know nothing about the reputation of the agency. It is located in New York City and we will give you the name and address and all information if you care to investigate.

We had another case a short time ago where a reputable concern put out one of our cuts and placed its own copyright line on the work. In this particular instance the artist had imposed on the people, simply stealing our cut and stealing it bodily.

Our observation is that commercial artists, unscrupulous advertising agencies, careless newspapers and ignorant merchants are using stuff right along that doesn't belong to them and which subjects them to prosecution. We are sending out notices to all our customers to handle our cuts with care and we shall probably issue a general notice that we intend to prosecute infringements, for we have made up our minds that there is no other way to cope with the problem.

Your magazine is so well devoted to advertising problems that to give publicity to a thing of this kind appeals to us as being within your line. We have no wish to see it done for our special benefit, but to assist in the protection of other reputable advertisers as well.

HART SCHAFFNER & MARX.

The Carolina Advertising Agency has been commissioned to do a general agency business at Charleston, S. C., with the following petitioners: Montague Triest and David M. Baum, of Charleston, and August Kohn, of Columbia.

G. P. Blackiston, of Pittsburg, assumed the position of advertising manager of the Berger Manufacturing Company, Canton, O., June 1st, taking the place left vacant by the late Mr. Wallace.

ALMOST any good salesman can put goods on a dealer's shelves—

But it takes consumers' advertising to get them off quickly.

You are perhaps confronted with one of two conditions:

Either you place your goods with dealers without much difficulty and *they do not move as fast as you wish.*

Or else—many dealers are not inclined to put the goods in at all without consumers' advertising to help move them.

The proper kind of magazine or newspaper publicity will do two things—(1) move the goods after the dealers have put them into stock, and (2) make dealers more inclined to stock them in the first place.

To get dealers, jobbers, and jobbers' salesmen to co-operate with you on consumers' advertising is a vital necessity in these days.

If you are doing consumers' advertising already, it is likely we have some ideas that would make your present work more valuable.

Our booklet, "The Upbuilding of a Manufacturing Business," carries out the idea more fully.

WE originate and print all kinds of good selling literature to go through the mails—attractively-illustrated folders, strong letters, illustrated enclosures, and the like—and the catalogues, booklets and whatever supplementary matter and service are needed to complete a thoroughly-rounded-out plan.

Edmund Bartlett James Albert Wales

Bartlett - Wales Co.

Formerly Edmund Bartlett Co.
Magazine, Newspaper and Mail
Advertising.

29-31 East 22nd Street, New York City

PRINTERS' INK'S FOUR-YEAR RECORD OF JULY ADVERTISING.

	1910.	1909.	1908.	1907.	Four Years'
Cosmopolitan	25,536	25,872	23,968	23,447	Total. 98,823
Everybody's	26,537	26,362	19,362	26,382	98,643
Review of Reviews	23,968	23,323	19,712	27,244	94,247
McClure's	21,770	20,552	20,860	25,650	88,832
Sunset	18,424	21,280	18,466	21,573	79,743
Munsey's	19,192	20,258	17,108	22,788	79,346
Scribner's	23,420	19,638	14,616	16,381	74,055
Harper's Monthly	17,900	18,782	16,982	18,450	72,114
World's Work	20,790	20,048	13,328	14,822	68,988
American	19,232	16,424	14,560	17,388	67,604
Pacific Monthly	15,373	12,942	13,098	23,016	64,429
Century	15,120	15,456	14,560	17,128	62,264
Hampton's	21,203	11,050	10,752	11,200	54,205
Success	8,000	9,824	9,519	13,396	40,739
Red Book	11,200	10,752	8,064	10,304	40,320
World To-Day	8,400	8,624	7,406	10,832	35,262
Ainslee's	7,100	8,022	7,714	8,874	31,710
Pearson's	9,751	6,440	7,112	7,980	31,283
Argosy	7,560	7,616	5,621	6,720	27,517
Metropolitan	4,032	4,928	7,840	10,647	27,447
Current Literature	8,028	6,496	5,376	5,824	25,724
Lippincott's	5,824	5,096	5,754	7,541	24,215
Theatre	6,440	5,977	5,556	5,443	23,416
Atlantic	6,720	4,396	5,040	6,175	22,331
American Boy	5,620	4,709	5,200	5,679	21,208
Strand	5,152	5,376	5,152	5,377	21,057
Human Life	5,210	4,052	6,056	8,805	19,123
All-Story	4,522	3,556	3,745	5,712	17,535
Smith's	3,360	3,481	3,052	5,790	15,683
Blue Book	3,584	3,894	3,584	4,449	15,511
St. Nicholas	3,528	2,912	2,984	2,688	12,112
Philistine	3,840	1,920	1,386	1,005	8,151

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Motor	68,916	49,728	39,816	56,952	215,412
Country Life in America.....	27,946	26,488	19,896	26,002	100,332
System	23,632	25,200	23,912	25,237	97,981
Suburban Life	17,680	10,304	11,087	14,911	53,988
Field & Stream.....	14,630	13,166	5,516	10,542	43,854
American Homes and Gardens..	7,291	7,730	7,322	11,842	34,186
Garden	7,980	7,081	6,336	8,108	29,505
Technical World	6,774	7,560	6,174	7,164	27,672
House and Garden	8,930	3,328	5,117	8,826	26,201
International Studio	10,304	9,085	4,032	2,548	25,969

WOMEN'S MAGAZINES.

*Vogue (June)	37,500	19,678	18,487	25,565	101,230
Ladies' Home Journal.....	18,256	17,200	13,600	15,000	64,056
Woman's Home Companion....	16,144	14,332	11,800	13,200	55,476
Good Housekeeping	16,212	15,596	9,786	12,890	54,484
Delineator	11,252	13,318	7,700	11,248	43,518
Uncle Remus's	11,020	9,081	11,152	6,734	37,987
New Idea	10,572	11,124	6,160	7,461	35,317
Designer	10,554	11,840	4,256	7,554	34,204
Modern Priscilla	10,584	9,468	6,192	6,980	33,224
Ladies' World	9,880	8,425	6,973	7,320	32,598
Housekeeper	9,275	8,267	6,712	8,183	32,437
Pictorial Review	7,560	8,351	6,880	6,800	29,591
Harper's Bazar	6,100	6,720	5,068	7,421	25,309
McCall's	6,566	5,337	4,310	6,646	22,859

WEEKLIES (June).

Saturday Evening Post.....	73,180	55,173	40,095	21,980	190,428
Collier's	46,530	41,058	26,460	29,212	143,260
Outlook	38,360	37,950	28,998	29,427	134,735
Literary Digest	35,602	24,236	19,141	18,643	97,622
Life	30,727	18,261	12,186	19,488	80,662

986,293 855,113 697,498 827,774 3,367,678

*Two issues.



are not made with
a hammer—except
to hammer home these facts:—

In five years **Cosmopolitan** shows the highest percentage of increase in the magazine world—one hundred and thirty-seven and one-half per cent.

When the present management bought **Cosmopolitan** in 1905, the magazine carried in the July, 1905, issue, forty-eight pages or ten thousand seven hundred and fifty-two lines of advertising, and stood twelfth in the list of magazines.

In July, 1910, it carries one hundred and fourteen pages or ninety-five thousand five hundred and thirty-six lines, and stands second (see table on page 205).

In five years **Cosmopolitan** has made the greatest increase in business and position of all the magazines then preceding it.

COSMOPOLITAN

1789 Broadway, New York City

MoToR the National Magazine of Motoring

not only heads the list of publications of its class, in amount of advertising carried in the July, 1910, issue (see table on page 205), but it has more than twice as much advertising as its nearest competitor—sixty-eight thousand five hundred and sixteen lines for MoToR as compared with twenty-seven thousand nine hundred and forty-six lines for the other magazine.

MoToR

1789 Broadway . . . New York City

Four
Years'
Total.
98,830
98,643
94,347
88,833
79,743
79,346
74,066
72,114
68,988
67,604
64,489
62,364
54,305
40,739
40,880
35,392
31,710
31,383
27,517
27,447
25,784
24,215
23,416
22,331
21,308
21,057
19,133
17,535
15,683
15,511
12,119
8,151

TISING.

215,412
100,332
97,981
58,983
43,854
34,186
29,505
27,673
26,301
25,989

101,220
64,066
55,476
54,484
43,518
37,937
35,317
34,204
33,284
32,598
32,437
29,591
25,309
22,859

190,435
143,260
134,735
97,623
80,662

3,367,678

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

Any fine day visitors to New York may be found browsing around St. John's churchyard, laboriously trying to decipher inscriptions on tombstones. There is a certain element of pleasure in puzzling out names in a grave-

questioned, also, whether the sales could not be still further increased if the fastener was brought out plainer and its usefulness emphasized in a more striking way. However, the tendency is strong to let well enough alone, and this policy has several things to be said in its favor as well as a few against.



yard for those who like it and have nothing else to do; but for most people it hasn't any appeal, and is considered a waste of time.

How Mandel Brothers can justify the expenditure of two hundred dollars for the imitation of a headstone here reproduced is difficult to understand. It may be considered beautiful, artistic, classy, unique, and all that sort of thing, but the main question to be considered in an advertisement is, Will it sell goods? If not, "what's the use"?

The little two-inch advertisement of O. K. Fasteners has been appearing for a long, long time without change, and it is to be assumed that the results are satisfactory; but it may be properly

75,000,000 WASHBURN'S PAT. "O.K." PAPER FASTENERS

SOLD the past YEAR should convince YOU of their SUPERIORITY

Easily put on or taken off with the thumb and finger. Can be used repeatedly and "always work."

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong. No Slipping, Never!

All stationers. Send 10c for sample box of 50 assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. N.Y. 18

* * *

Frequently we are tempted to say that one of the best tests of a half-tone illustration is how it reproduces in this department of PRINTERS' INK. In other words, how will it stand reduction?

It is a good, safe rule to make



any advertisement simple enough so it may be reproduced legibly in a small space. The two-inch double-column plate of the Potter Trench Machine is a case where an extended slice of country is crowded into a very small half-tone with the inevitable result.

With more airbrush work and different treatment of the plate, the reader would get some idea

of what this machine is intended to do.


As the illustration now stands it is almost useless so far as conveying any information is concerned.

* * *

To the ordinary advertising man the subject of beer would seem to present great possibilities for fine work, both in copy and illustration, and yet a really good beer advertisement is so rare nowadays that it attracts attention in the advertising field.

We all remember the strong educational campaign that appeared some years ago exploiting

"To the Best Beer Brewed"



Its purity is vouched for by physicians and pure food experts—no other beer has ever been able to match its quality either in private or public test.



Pabst Blue Ribbon
The Beer of Quality

Wherever served—always the same—in purity unquestioned, in delicious uniformity of the same wonderful quality which we sell for it the price of the world. Its popularity is due to the successful and honest efforts of its makers to produce a pure, wholesome, refreshing beverage.

Made and Bottled Only by Pabst at Milwaukee.

Try Pabst Blue Ribbon Beer to-day and prove for yourself how good it really is.

Please the dealer below

the beer that made Milwaukee famous and unconsciously we make this the standard for other beer advertising of to-day.

Judged by this standard, the Pabst advertisement here shown scores up pretty high. The design and copy are excellent and are well calculated to create a desire for Pabst Beer in the minds of those who see the ad.

The trouble with most beer advertising is that it hasn't got the wallop, as the prize-fighters say, but possibly there's a reason. Scarcely any two people agree as

to which is the best beer. When it comes to ale there is no such diversion of opinion. To ninety-

No Gurgle—No Slugs



A pipe can be the best kind of a smoke or the worst, depending on the smoker's ability to keep his pipe always dry and clean. In MY CHUM all moisture is kept away from the tobacco and the smoke passes to the mouth sweet, clean and fragrant. There are no disagreeable gurglings and no slugs. With the steel cleaning blade that goes with every pipe you can clean it in a few seconds.

MY CHUM PIPE \$1.00—EXTRA HARD FINISH, SILVER TRIMMED \$1.50. Get this pipe and every smoke will be the "best kind of a smoke."

J. C. Drucklieb & Co., 221 Canal St., N. Y.

nine out of every hundred drinkers the best ale spels Bass.

* * *

Speaking of beer brings the subject of a good smoke close to hand, and we show here a mighty good advertisement of a smoking pipe. The copy in conjunction with the picture of the pipe itself gives good, sane, logical reasons why "My Chum" pipe should furnish a dry, clean smoke, and the layout is such that the advertisement is bound to stand out and be seen. The heading, "No Gurgle, No Slugs," has a certain appeal, although slugs is a word not commonly connected with tobacco. A mighty good little ad.

♦♦♦

Thomas J. Lyons, the Commissioner of Labor and Industrial Statistics of the State of Maine, announced June 14th that he had secured the services of William E. Lawry, of Augusta, and will take steps at once to comply with the instructions of the last Legislature to "collect, arrange, illustrate, publish and distribute in this and other states authentic information in regard to the resources and attractions of Maine, showing the advantages the state has to offer to manufacturers, capitalists, summer residents, tourists, farmers and those seeking employment as farm laborers."

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 60% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

THE only German paper that covers every town in the Mohawk Valley. The family paper of the highest standard. Send for Sample copies and further information. *Das Deutsche Journal und Mohawk Thal Post*, Schenectady, New York.

AD. WRITERS

Thoughtful Advertising Copy planned for your business satisfactorily by mail State your needs. Prompt reply. **CHARLES L. WILHELM**, American Bldg., Baltimore, Md.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

ADVERTISING Solicitor or Office Man with \$2,000 can secure good interest in growing advertising agency. Exceptional opportunity. Secretaryship open. Increase in business requires additional capital. Ref. "Cor.," Printers' Ink.

PUBLISHING PROPERTY

\$25,000 will buy leading weekly trade paper earning over 25%. Undeveloped field. Big snap for some one. Other big interests only reason for selling. Address "TECHNICAL," care Printers' Ink.

THE man content to keep his advertising efforts down to the level of his competitors could have no use for ME, as I only work for the "dissatisfied!!" The man demanding something distinctly better than what his competitors think good enough for them is my natural prey. Are YOU in that chronically and probably dissatisfied class? If so, why not write me? **Francis I. Maule, 401 Sansom St., Philadelphia.**

CUTS

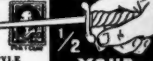
ADVERTISING CUTS—Our fashion cuts for retail ads are high class. Prices lower than others. Either electros or matrices. Catalog of our cuts mailed free. **SYNDICATE CUT CO., 15 Park Row, New York.**

ENVELOPES

Manufacturers of all kinds of Envelopes

PENNY SAVED
PENNY GAINED

By using the NEOSTYLE
"SEALED-TOP-OPEN" Envelope
(Patent 1,281,906)



YOUR POSTAGE SAVED

Send for samples and prices
Neostyle Envelope Co., Dept. C, 98-90 Reade St., N. Y.

HELP WANTED

AGENTS in every section wanted to sell our cuts and mats on commission. A good Side-Line proposition. The "SHOE CUT SHOP," Washington, D. C.

REGISTRATION FREE, RATES REDUCED. We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1898. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass

Advertising Manager

A Printing Concern wishing to establish an advertising department, has an exceptional proposition for a high-class man, capable of inaugurating and building up an agency service. One ambitious to get into the game on his own account preferred. "CONFIDENTIAL," care Printers' Ink, New York.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LAYOUT PAPER

You'll Like Ad-Layout Paper

Kenaga, Ad. Art Service, Cleveland, says: "Smoothest thing for dummies and exhibition to prospects that ever happened." Ferguson, Augusta, Maine, writes: "A capital scheme." Simple—practical. Automatically furnishes instructions to printer. Word schedule by lines and picas. Postal brings particulars. Address H. H. STALKER, 202 Majestic, Toledo, Ohio.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. B. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

ADVERTISING MAN, ag. 26. Graduate university and advertising school. Now employed as advertising manager. Want to connect with agency or with manufacturer as assistant. Can write strong copy, catalogs, booklets, sales-letters. Don't know it all but am a grower. Want experience and chance at future. Address "A. B. H.," care Printers' Ink.

Anglo-American Advertisement Writer

a man of strong initiative and many ideas, who has perfected the best methods of both nations, is prepared to submit specimens with view to making good-class connection. A highly-paid journalist of long and varied experience, he writes with fine literary distinction, yet with power of expression and with shrewd knowledge of human nature. "M. M.," care Printers' Ink.

A Man of Unusual Experience

Successful advertising man; 10 years' experience developing advertising in America, England and France. Able writer of advertising that fulfills its purpose. Keen business man. Practical knowledge of engraving, printing, make-up and technical details. Age 27. Englishman. Desires change. Preferably with commercial house or magazine requiring a creative advertising man. Address "T. P.," care of Printers' Ink.

Advertising Manager

with twelve years' experience in mail order and retail. Red blooded hustler and producer. Making good in present job. Want a bigger one. Answer NOW—will write concise and complete about myself. Address, "PRACTICAL," care of Printers' Ink.

Publicity Manager

Would you like to meet one who is young in years but has had 11 years experience with large manufacturers of machinery and mechanical goods. At present with a prominent engineering concern, but desires to make a change. My experience embraces designing, writing and placing of copy, preparation of articles with trade papers, catalogs, booklets, follow-up letters and other printing matter. I can demonstrate my ability to produce absolutely distinctive results. Address "EXPERIENCE," care Printers' Ink.

MANAGER, PUBLISHER OR ADVERTISING MANAGER open for engagement. I have had experience in the newspaper business in every department for twenty-two years. Know every detail of the business. Have been in a managerial capacity for ten years, and have a record in the management of newspaper properties, that causes me to believe I can do better in a larger field. Have built up present property to fine condition. Now engaged in city of 50,000. I want an opening in a larger city. I can make good. I am no experiment nor lottery. 38 years old. No bad habits. Address "P. & Y.," Room 1109, 34 West 33d Street, New York, N. Y.

Mail Order Man

WITH PROVEN RECORD in one of the largest and best New York houses will be open for new position.

Experienced in every detail of Mail Order and Advertising management.

Recognized for having excellent ideas for securing new business.

Have produced high grade business literature—catalogues, booklets, letters, circulars, etc.

Let me consult with you about your proposition. Address: "MAIL ORDER," 804 President St., Brooklyn, N. Y.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 28th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing rc-m, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.


ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1909, 19,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for April, 1910, sworn, 13,229. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,729.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 18,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,734. Used by all leading advertisers.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, 1st quarter 1910, 40,187 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

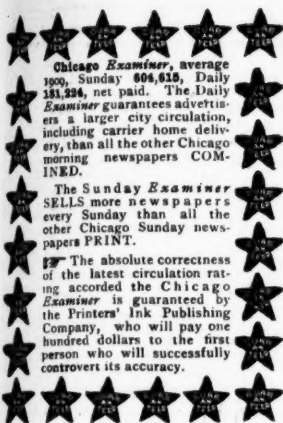
Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1 75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 95 cents, flat.



Chicago Examiner, average 1909, Sunday 606,615, Daily 181,294, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents; Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 20,874.

Stirling, Evening Gazette, average circulation for 1908, 4,409; 1909, 6,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 1,180. "All paid in advance."

Davenport, Times. Daily av. June, '10, 16,380. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, Evening Courier, 52nd pop.; net av. June, '00-June, '10, 6,291. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av. '09, 6,872. Sunday, 7,602. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 46,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 16,219. Sunday Telegram, 10,506.

MARYLAND

Baltimore, American. Daily average for 1909, 76,976; Sunday, 98,436. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For June, 1910, 79,179.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)

1909, 180,278; Gain, 3,981

Sunday

1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines

Gain, 1909, 465,579 lines

2,604,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,822; 1908, 16,866; 1909, 16,839. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST June

AVERAGE JUNE, 1910

The Sunday Post
254,768

Gain of 2,399 Copies
Per Sunday over June, 1909

The Daily Post
316,915

Gain of 36,350 Copies
Per Day over June, 1909

Salem, Evening News. Actual daily average for 1909, 18,574.

Worcester, Gazette, evening. Av. '09, 16,775; first 4 mos. '10, 17,256. Largest ev'g circulation.

Worcester, L'Opinion Publique, daily (©©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. \$6,000.

★ *Jackson, Patriot,* Aver. May, 1910, daily 10,983, Sunday 11,978. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1909, 14,378. Exam. by A.A.A.

MINNESOTA

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,587.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, 84,488. A.A.A.

CIRCULATION

★ *Minneapolis, Tribune,* W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.

★ *Minneapolis, Journal,* Daily and Sunday (©©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,896. Daily average circulation for June, 1910, evening only, 76,479. Average Sunday circulation for June, 1910, 79,470. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

MISSISSIPPI

Biloxi and Gulfport, Herald, evening, Daily circulation for 1909, 1,169; January, 1910, 1,383.

MISSOURI

Joplin, Globe, daily. Average, 1909, 14,113. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, National Druggist (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1909, 142,064.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 24,196. Last three months 1909, 28,886.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c-'07, 20,270; '08, 21,328; 2c-'09, 19,062; March, '10, 20,363.

NEW YORK

Albany, Evening Journal. Daily average for 1909, 14,921. It's the leading paper.

★ *Brooklyn, N. Y. Printers' Ink* says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,905.

Buffalo, Courier, morn. Average, Sunday, 86,787, daily, 46,384; *Enquirer,* evening, 28,896.

Buffalo, Evening News. Daily average for 1907, 94,843; 1908, 94,038; 1909, 94,307.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 6,636.

Mount Vernon, Argus, eve. Daily av. circ. year ending Dec. 31, 1909, 4,931. Only daily here.

★ *Newburgh, Daily News,* evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 380,503. Evening, 399,569. Sunday, 460,985.

Poughkeepsie, Star, evening. Daily average year, 1909, 6,013; February, 1910, 5,547.

Schenectady, Gazette, daily. A. N. Liecyp. Actual Average for 1909, 17,470.

Schenectady, Star. Aver June, 1910, 13,451. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 22,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 2,583.

Utica, Press, daily. Otto A. Meyer, publishes Average for year ending Dec. 31, 1909, 15,117.

NORTH CAROLINA

Charlotte, News. Evening and Sunday Aver., 1907, 5,993; 1908, 5,782; 1909, 7,346. Try it.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For June, 1910, 88,239 daily; Sunday, 113,132.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Youngstown, Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Oklahoman. June, 34,204 week day, 40,448 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, The Oregonian, (©©). June average circulation. Sundays, 58,068; Daily, 47,063. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. 21,559 average 1st 6 mo. '10. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average June, 1910, 17,249. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, 12,467. April, 1910, 13,360. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for May, 1910

237,122

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, 6,517; 1909, 6,522 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,054; the Sunday *Press*, 163,905.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,543. Feb., '10, 12,204.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,560. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net circulation March 1910, 17,566, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,015

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.



Providence. *Daily Journal*. Average for 1909, 21,358 (©). Sunday, 23,125 (©). *Evening Bulletin*, 45,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 5,311. March, 1910, 5,785.



Columbia. *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,969.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 43,978; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1907, 34,306; for 1908, 35,554; for 1909, 40,086.

TEXAS

El Paso. *Herald*, 1909 average, 9,650. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 5,775. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Average May, 1910, 4,630; June 4,660. Largest circulation. Only eve. paper.

WASHINGTON

Seattle. *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,862 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 Times beat its nearest competitor 2,766,054 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,793. Sunday, 26,155.

Tacoma. *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville. *Gazette*. Daily average, May, 1910, daily 5,308; semi-weekly, 1,785.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 5,960.

Milwaukee. *The Evening Wisconsin*, daily. Average daily circulation for April and May, 1910, 43,253. Gain over April and May, 1909, 6,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee. *The Milwaukee Journal*, (evening daily). Average in May, 1910, 64,520; gain over May, 1909, 4,056 daily; average for 12 mos., 60,810 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 5,801. Examined by A. A. A.

Racine. *Daily Journal*. May, 1910, circulation, 5,043. Statement filed with A. A. A.



The Wisconsin Agriculturist

Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 40,884. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average May '09, 18,131; May '10, 20,908; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily May, 1910, 44,574; weekly 1909, 27,060; May, 1910, 26,222.

Winnipeg. *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,162. Rates 50c. in.

Winnipeg. *Telegram*, dy. av. May, '10, 31,785. (Saturday av., 35,450). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Daily. Average for June, 1910, daily 97,500. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,567 over 1908 and 308,623 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order;— or 10 cents a line, where charged —daily or Sunday.



by Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in June, 1910, amounted to 222,096 lines; the number of individual ads published were 27,339. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 34,304. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, first quarter, 1910, 40,187 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,521; weekly, 17,598 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). Not an "organ,"—but the leading textile magazine.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,250 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1861. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 163,995.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 16,537, flat rate.

Business Going Out

The P. F. O'Keefe Agency has sent out orders to leading publications on the advertising of Landers, Frary & Clark, New Britain, Conn. The present contracts cover insertions in October, November and December.

The United Drug Company is adding several publications to its list of magazines and women's papers. This is on the advertising of Rexall Hair Tonic. Back covers in colors and special positions in full-page space are sought for. It is expected that later on a campaign will be conducted for the advertising of another one of its products, Liggett's Candy. The magazine campaign for this concern is being handled by Wood, Putnam & Wood.

The Boston News Bureau is handling the advertising of Bertron, Griscom & Jenks, one of Boston's financial houses. The copy runs in space of three inches, two times a week, for three months, in New England dailies.

An extensive advertising campaign is being conducted by the A. B. Smith Company for the 3-20-8 Cigar. Newspapers and billboards throughout New England cities are used.

The C. Brewer Smith Agency, 85 Devonshire street, Boston, is asking for rates from New England papers on reading notices for N. W. Harris & Co., bankers.

Some additional large advertising is being placed by Harold W. Lovett, Old South Building, for the Farmers & Drovers Stockyards Company.

A few newspapers in New England cities are being used by Alvan T. Fuller, New England representative for the Packard Automobile.

Wood, Putnam & Wood are placing some renewal orders for Lunt, Moss Company.

The Burnitol Mfg. Company has given up the idea of advertising this summer because of manufacturing troubles. Several of the large weeklies were to be used.

Vanderbilt University, of Nashville, Tenn., is ordering one inch, eight times, in the South through the Gardiner Agency, St. Louis.

Libby, Harlow Company is considering a list of publications for the fall advertising of its dog collars. The account is handled by the H. B. Humphrey Company.

The J. Walter Thompson Company is sending out orders to several weekly magazines for A. W. Wells, Lowell,

Mass. A new pipe bowl is advertised and twenty-line copy is used.

Curtis & Spindell, Lynn, Mass., manufacturers of elastic stockings, expect to make up a list of high-grade monthlies in the fall. These people have done very little advertising in the past two years on account of the high price of raw material.

The advertising of the Casgrain Speedometer, manufactured by Couch & Seeley Company, has been quite successful. New England newspapers have been used for a preliminary campaign. A few magazines are to be taken up shortly.

The Peruna Company is placing 10,000-line contracts direct in the South.

Lord & Thomas, Chicago, are placing 400 inches for the Pennsylvania Lines.

Lord & Thomas, Chicago, are placing 1,000 lines of reading notices in the West for the Chicago & Northwestern Railroad.

The F. B. Stearns Company is placing 1,000 lines on the Pacific Coast through Lord & Thomas, Chicago.

Roberts & MacAvinche, of Chicago, are making contracts in agricultural papers for the J. I. Case Plow Works, of Racine; also page advertisements for the Dr. T. Frank Lynott concern. This copy is going to mail-order papers and large weeklies.

Roberts & MacAvinche, of Chicago, are placing considerable automobile advertising in daily newspapers for Sears, Roebuck & Co., and is also making contracts for Cooper Cordage Company in agricultural papers.

Johnson-Dallis Advertising Company, of Atlanta, Ga., is contracting for minimum rate in a large number of Southern dailies for the Chattanooga Brewing Company, Chattanooga, Tenn., advertising three beers put out by this brewery. The present schedule consists of 700 lines per week, t. f., which will be increased later in the summer.

The Empire Life Insurance Company, of Atlanta, Ga., has entered the state of Florida and their advertising agent, Johnson-Dallis Advertising Company, Atlanta, Ga., is furnishing Florida papers with contracts for minimum rates and is running schedule of 672 lines per week, t. f.

Vetterlein Brothers, manufacturers of Saborosa Cigars, are advertising in Philadelphia and through the South through the Gray Advertising Service, Philadelphia.

Orders are going out from the Gray Advertising Service to a list of farm papers for the Fairfield Manufacturing Company, manufacturers of live stock remedies.

The Lesan Agency, New York, is signing 5,000 lines in the Southwest for the New York Central Lines.

The Sterling Remedy Company, of Wheeling, W. Va., is ordering direct 312 inches in the Southwest.

The James T. Wetherald Advertising Agency, Boston, is ordering 3,000 inches in the Southwest for the Lydia Pinkham Remedies, covering a period of three years. The same agency is ordering 720 inches in the Southwest for Vinol, covering a period of twenty months.

The Hotel Gramatan is ordering twenty lines, nine times, in the South through the Amsterdam Agency, New York, cash.

N. W. Ayer & Sons is ordering ten inches, twenty-six times, in the Southwest for the Elgin Watch Company.

The United Drug Company, of Boston, is ordering 5,000 lines in the West direct.

The Frank Presbrey Agency, New York, is signing 5,000 lines in the South for the Michelin Tire Company.

The Adolph Deimel Agency, of Brooklyn, is placing a sixty-six-line display ad in German dailies and farm papers for the Acme Safety Razor, made by the F. Westphal Cutlery Mfg. Company. It is expected that this concern will inaugurate a campaign in the fall in Western German and English papers.

The Collin Armstrong Advertising Agency, New York, is placing several inches for a few months in dailies and weeklies in Denver, Salt Lake, Pueblo and a hundred other towns in Western mining localities for the Alaska Steamship Company, controlled by the Morgan-Guggenheimer Syndicate.

The Collin Armstrong Advertising Agency has been awarded the contract for advertising the United States Marine Corps, Navy Department, for the coming fiscal year.

The New York Central Lines are taking on additional cities this summer in New England. Copy directed toward the returning vacationist is being sent out by the H. E. Lesan Advertising Agency, of New York.

The H. E. Lesan Advertising Agency, of New York, is sending out copy announcing the 1911 models of the Palmer & Singer automobiles. Whole pages are being used in the *Saturday Evening Post*, *Collier's* and several other high-class mediums.

Copy for the E. R. Thomas Motor Company (the Thomas Automobiles) is

going out to the New York City newspapers through the H. E. Lesan Advertising Agency.

The Desnoyers Shoe Company, St. Louis, will begin an extensive campaign in a big list of agricultural papers and weeklies. Orders for large display space are being sent out through Lord & Thomas, Chicago. Publications in the Middle West will be used.

Syndicate Theatres Company, Cincinnati, is conducting a campaign in a list of metropolitan dailies published in the Middle West. One hundred-line display copy is being sent out through the St. Louis office of H. W. Kastor & Sons to run two times in Sunday editions.

The St. Louis Trade School, St. Louis, is sending out renewal orders to an extensive list of standard magazines and high-class weeklies. One-inch copy to run t. f. is being used. H. W. Kastor & Sons, same city, are placing the advertising.

R. L. Biles & Co., St. Louis, advertising pecan orchards in the South, are using metropolitan dailies published in the Central West. Orders for 200-line display copy are going out through H. W. Kastor & Sons, St. Louis.

The Davis-Colbert Company, St. Joseph, Mo., has begun a campaign in a list of agricultural papers published in Missouri, Kansas, Nebraska and Iowa to advertise gasoline engines and farm implements on the mail-order plan. Forty-two-line copy is being used. Orders are going out through the St. Louis office of the J. Walter Thompson Company.

The Gardner Advertising Company, St. Louis, is sending out copy and orders to dailies published in the South for Vanderbilt University, Nashville, Tenn. Fourteen and twenty-eight-line display copy is being ordered for eight times.

The Gardner Advertising Company, St. Louis, is placing orders for Colley College, Nevada, Mo., in a big list of papers throughout Missouri and adjacent states. Twenty-eight-line copy is being ordered to run ten times.

MEXICAN PRESS BUREAU.

Beginning with the 1st of July the Mexican Government opened, in the City of Mexico, a bureau of information especially designed to give news to the press. Not only will information concerning official matters be given out, but whatever matters of importance come to the knowledge of the various departments or their employees will be sent immediately to the bureau and given out to the press.

The Luncheon Club of the Pilgrim publicity Club will be addressed on July 20th by Mayor John F. Fitzgerald, of Boston.

There Is More To Printing Than Setting Type and Running Presses

There is also the solving of a whole lot of printing problems which confront the advertiser and the publisher. We don't ask our clients to solve their own problems—we do it for them. What is *your* problem?

Are You an Advertiser?

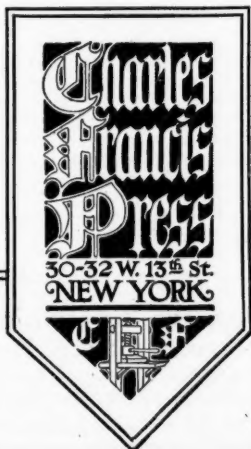
Our Job Department is operated by men who actually have ideas. And these ideas are applied not only to the physical appearance of a job, but also to its economical handling. Whether it be a modest circular or the most elaborate booklet—your job receives the kind of attention which means one hundred cents' worth of effectiveness for every dollar of cost

Are You a Publisher?

Our Publication Department is equipped to produce any kind of a periodical—to give it distinctiveness of style—to keep the cost down to the lowest notch—to get it out *on time*. We have a record

as printers of weekly and monthly trade journals and magazines. Things move like clock-work in this department—and you know what that means to a publication

Ask us to produce our records in either Job or Publication work. What we have done for others is a first-class indication of what we :: :: can do for you :: ::





Four-Square Advertising

7.—Its Ability to Inspire a High Degree of Public Confidence.

For many years advertisers have been studying human needs and endeavoring to supply them in a manner which approaches the ideal as closely as possible. There is no known requirement of the body or mind which is not met by a manufactured and advertised article—in most cases by dozens and scores of such articles.

Hence the man with the new article, or with one whose sale he wishes to increase, is met by the condition that those whose trade he seeks have formed a more or less strong habit of buying other goods which meet the same need.

His problem, therefore, is to prove to a large body of people that his goods are in some manner superior or more desirable than others. This is by no means an easy task.

It is manifestly absurd to attempt to inspire the public confidence necessary to achieve such a reversal of habit by copy which "claims everything in sight," or by the use of mediums of a low grade. The advertisement must tell the truth, forcibly, convincingly, but modestly. It must bear the unmistakable imprint of sincerity. It must be Four-Square.

The honest advertisement is now recognized as the ideal one. The ideal medium is none too good for the honest advertisement. An advertisement, no matter how sincere and truthful it may be, cannot be expected to influence the public mind favorably if it appears in publications whose only concern is that those who advertise in it pay for the space they use. The medium which produces results must be Four-Square; it must rigidly exclude all unclean, unsound, doubtful advertising, and protect its readers against any loss by misrepresentation.

SUCCESS MAGAZINE is a Four-Square Medium.

Frank E. Morrison, Advertising Manager
Success Magazine Building, New York

HARRY T. EVANS - - Western Advertising Manager
Home Insurance Building, Chicago

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